

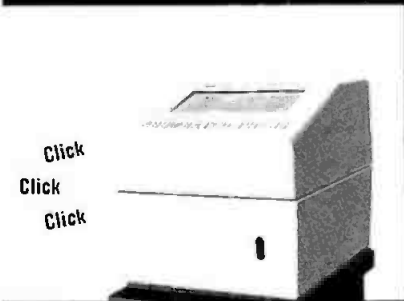
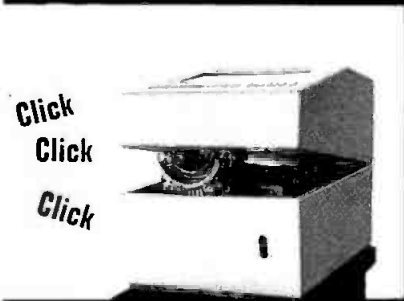


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

At national agencies broadcast billings inch ahead
New research confirms public confidence in television
Showdown this week on veto of political-broadcasting bill
What that mixed-up WHDH case means to other broadcasters

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FOR AP MEMBERS ONLY:

NOW AVAILABLE
THIS NEW AP SILENCING COVER
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FOR MORE NEWS AND LESS NOISE
GET FULL DETAILS FROM YOUR STATE AP BUREAU

THE ASSOCIATED PRESS 50 ROCKEFELLER PLAZA, NEW YORK, N. Y. 10020.

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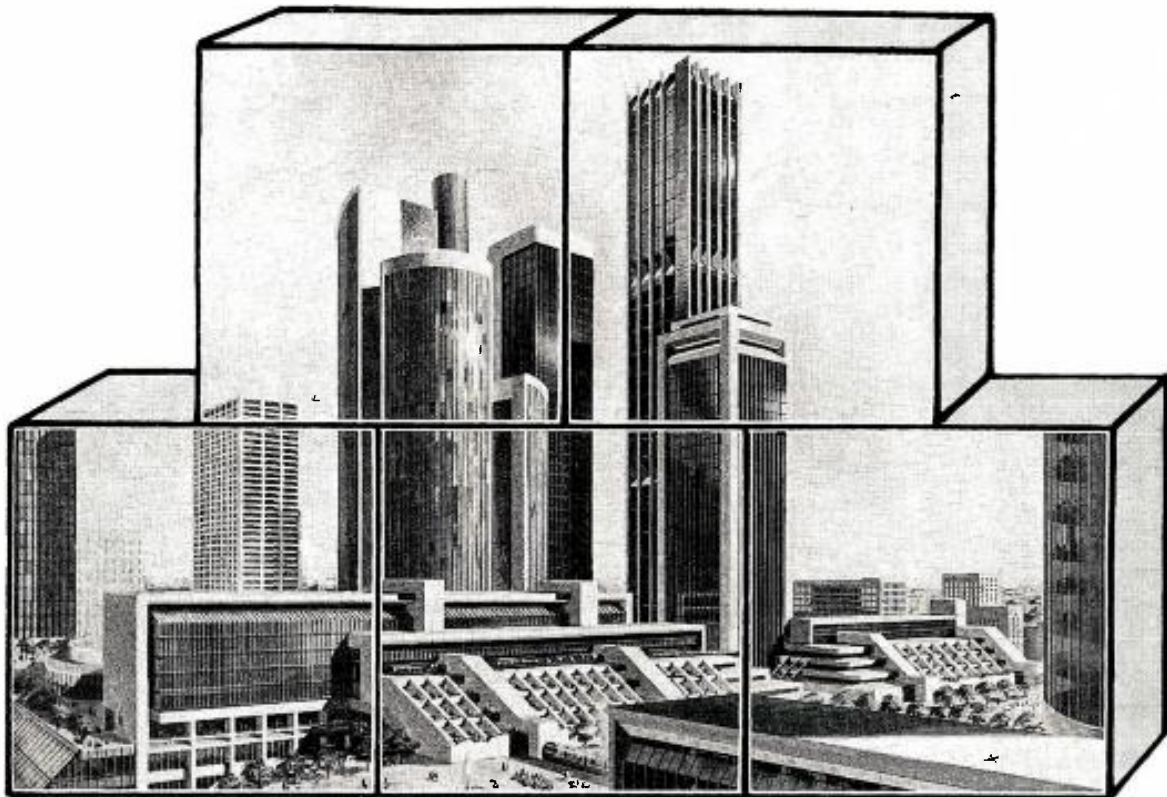
"The Big News"
is still
the biggest news in
Los Angeles.

As it has been
for nine straight years.

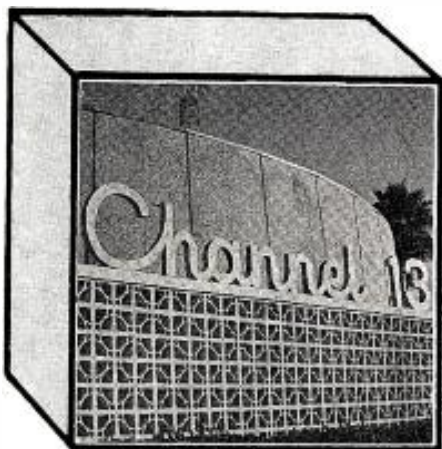
ARB
confirms it again:
"The Big News"
on KNXT delivers more
early evening
news-viewing homes
than the other
two network stations
combined.

So what else is news?

KNXT
CBS OWNED
CHANNEL 2, LOS ANGELES
REPRESENTED BY
CBS TELEVISION STATIONS
NATIONAL SALES



**HOUSTON CENTER
(CONSTRUCTION BEGINS 1971)**

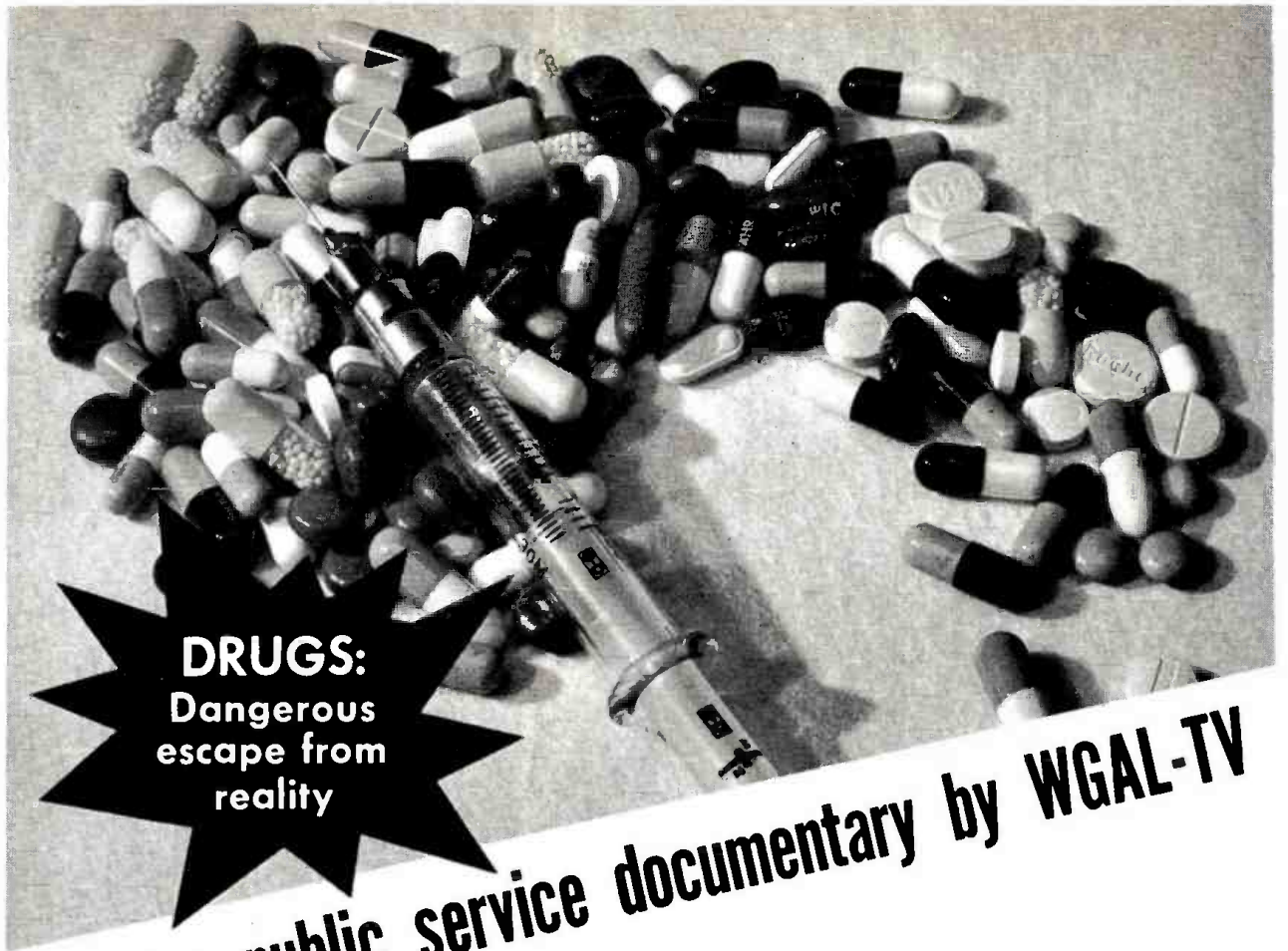


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AND BETTER HOUSTON ...
TODAY AND TOMORROW**

KTRK-TV 13
HOUSTON

-A CAPITAL CITIES STATION-

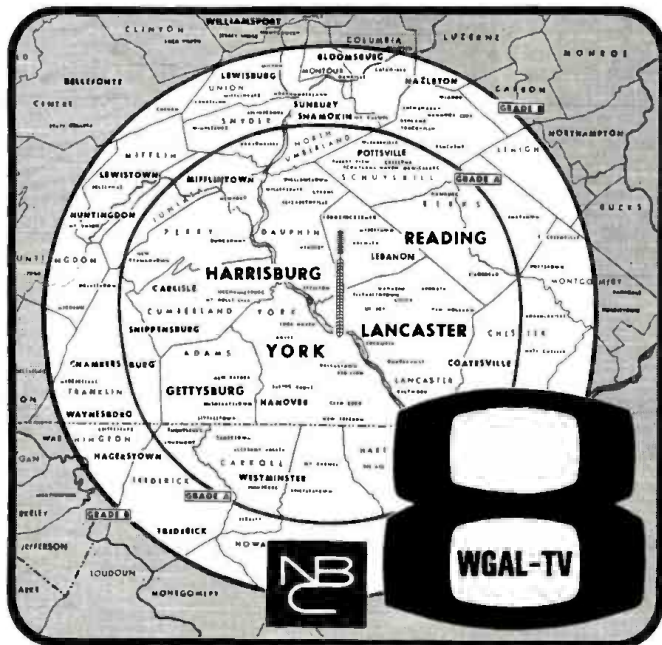
Represented by Blair



DRUGS:
 Dangerous
 escape from
 reality

another public service documentary by **WGAL-TV**

In these days of social tumult we are keenly aware of the responsibility to spotlight serious community problems, and to help solve them by creating a climate of informed and responsive concern. Hence, our most recent prime-time documentary – Dangerous Escape From Reality – a probing report on the critical problem of drugs. Written and produced by the WGAL-TV Public Affairs staff, this in-depth investigative report is another in a series of special programs prepared by WGAL-TV as part of its good citizenship commitment to the communities it serves.



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Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Buyer to sellers

Archibald McG. Foster, chairman of Ted Bates & Co., unloaded some grievances against broadcast side of spot TV in rare, off-record talk at closed session of Television Bureau of Advertising membership in New York last week. Nub of complaint, according to some who heard it, was that check of recent buys showed that too often Bates is not getting what it ordered and that whoever is responsible, stations or reps, had better clean up rate cards and stop selling undeliverable spots just for sake of making sale. Though some heard it as "threatening" talk, others said it was more an urgent call for better cooperation, with no threats. But he left no doubt, they said, that he was talking seriously.

Mr. Foster, who made clear he was speaking for Bates, not as chairman of American Association of Advertising Agencies, also was said to have acknowledged errors occur on buying side, too. To this, number of broadcasters afterward said amen. In current climate, they contend, buyers in general often buy pre-emptible spots and then complain that broadcasters didn't deliver if spots are legitimately pre-empted. Mr. Foster, who had addressed TvB luncheon few hours earlier, reportedly planned originally to air his complaints there but decided to substitute less explosive public talk (see page 44) and make complaints in private.

Charmed life?

Washington insiders who regard Sherman Unger's nomination to FCC as dead letter—and their number increases weekly—may be in for surprise. Sources at least as knowledgeable as those who have written him off say Mr. Unger, long-time associate of President Nixon and, until his nomination to FCC, general counsel of Department of Housing and Urban Development, will yet be confirmed as member of commission.

Internal Revenue Service audit of Mr. Unger's 1968 tax return, which was cause of hold originally put on nomination, has been completed, and while Mr. Unger will protest auditor's finding, this matter is said no longer to be problem for him at White House. But clearly, Unger nomination, however it goes, has become one of most complicated ever made to FCC.

Down to wire

Moment of truth for off-again, on-again merger of St. Louis-based D'Arcy Ad-

vertising and Bloomfield Hills, Mich.-based MacManus, John & Adams (story page 24) could come earlier than most anticipate: this week. After three years' courtship, lawyers for both firms were down to fine points late last week, and all that was left was for respective boards to say get married or forget it. Few product conflicts are involved, one bright sign.

Test case

First challenge to law banning cigarette advertising on air after Jan. 1, 1971, is expected to be filed in federal court in Washington this week. Suit, by group of Mutual radio affiliates, will charge violation of First and Fifth Amendments. Law applies only to TV and radio, does not touch newspapers, magazines, billboards and other forms of advertising. MBS group will seek temporary injunction to stave off enforcement until case is decided on merits. Law was signed by President last April after congressional passage despite charges of discrimination by broadcasters.

Program review

National Association of Broadcasters officials, downhearted at poor attendance and seeming apathy at early regional conferences this fall, have perked up with better registration and greater interaction during second round that ended Friday (Nov. 20) in San Francisco (see page 59). But over-all total of 1,610 for year, 259 below 1969's 1,869 (although 66 more than 1968's 1,544) is giving them pause.

Informal discussions at NAB headquarters on improving meetings next year have ranged from better program agenda to reducing number of meetings (four is number mentioned). At one time fall NAB conferences numbered 17; these were reduced to eight and then to present six. Consensus is, however, that any final decision should await appointment of new executive vice presidents authorized by board last month.

Now it's CATV sets

National Cable Television Association is revving up drive to persuade FCC that need exists for "cable television receiver" if CATV's multichannel programming potential is to be realized. In filing it's preparing in commission's CATV technical-standards proceeding, NCTA will hold that bottleneck in pro-

viding channels beyond present complement of 12 V's lies not in cable systems but in TV receivers, which require extraneous converters or other devices to shift additional VHF channels to unoccupied UHF slots.

Canadian firm, Electrohome of Kitchener, Ont., is reportedly readying for market type of receiver NCTA wants, incorporating multi-channel, electronic tuner with both over-the-air and cable input. NCTA is presently conducting technical quality tests of U.S.-made TV receivers, examining adjacent-channel rejection, cross-modulation, noise-vs.-input level figures, other data.

Renewals under glass

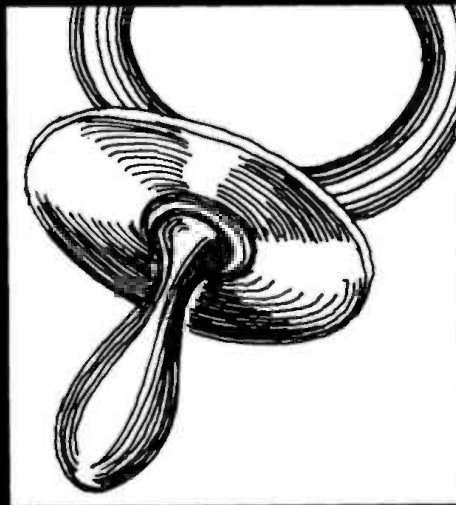
House Investigations Subcommittee, showing few outward signs of activity in broadcasting areas of late, is quietly conducting staff study of FCC license-renewal procedures and policies. Content of study, ordered by Harley O. Staggers (D-W. Va.), chairman of both Investigations Subcommittee and parent Commerce Committee, is being kept under wraps. But some sources indicate subcommittee is concerned about commission policy on comparative hearings involving renewal applicants—policy subcommittee is said to feel gives too much advantage to incumbents.

FCC, meanwhile, has own study of renewal procedures under way, one aimed at speeding up procedures. First step, comparison of performance of television stations in top-50 markets in terms of competition and their own financial resources, has been completed ("Closed Circuit," Nov. 16). Message of study apparently depends on whose eyes view it. Some say it shows stations do "terrible" job; others that they do reasonably good job; still others, that study shows nothing. Study may lead to establishment of criteria for judging renewal applicants, but next step in that direction has not yet been taken.

Eye for business

Tape division of EUE-Screen Gems Inc., which has invested more than \$2 million in production and post-production facilities in New York over past few years, is reported to be offering these facilities for rental to outside producers and directors of commercials for first time, starting in few weeks. Reason: EUE hopes to perk up revenues and help facilitate production of smaller tape producers by making one-stop production and post-production services available.

"News is not supposed to be some kind of baby's pacifier."



And Edwin Diamond is determined to see that it isn't. Media critic Edwin Diamond's job is unique. His commentaries, heard regularly during The Big News on WTOP TV, are unlike any others heard on any TV or radio station anywhere. He's unique . . . and so is WTOP News.

WTOP's staff of commentators and reporters—the largest in Washington—puts together "The best news you'll get all day" . . . a magazine of news happenings—not headlines. There's commentary that probes and provokes. Weather forecasts that don't hedge. Sports reports filled with hisses and hoorays. And a wide range of opinion from both liberal and conservative political and social analysts.

WTOP News is a different, and

better, approach to TV news coverage. If you're lucky enough to be in the Washington area, get some great news—The Big News at 1:00, 6:00, and 11:00 PM on WTOP TV.

WTOP TV

WASHINGTON, D.C.
A Post-Newsweek Station

Represented by TVAR

THE BEST NEWS YOU'LL GET ALL DAY

Broadcasting's annual compilation of domestic billing estimates of top-50 broadcast agencies shows total spending up \$10 million. Thompson tops list for 13th consecutive year while Bates shows biggest gain. See . . .

TV-radio billings top '69—but barely . . . 19

Television broadcasters at meeting of Television Bureau of Advertising last week hear predictions that 1971 sales year will be vast improvement over soft 1970, and news that retailers plan extensive use of TV. See . . .

Light at the end of a short tunnel . . . 34

Study conducted for Television Bureau of Advertising by R. H. Bruskin & Associates gives TV and TV advertising leads over other major media in terms of authority, believability and influence. See . . .

TV advertising: still most potent of all . . . 40

Fate of legislation imposing restrictions on use of radio and TV during election campaigns hangs in balance. Senate is scheduled to vote today (Nov. 23) on whether to override President's veto of bill. See . . .

Crisis today on cutrate politicals . . . 42

As appeals court upholds FCC denial of WHDH-TV Boston license renewal, station pledges vigorous contest, perhaps in Supreme Court. 'Perspective' logs FCC's legal craftsmanship in 'bulletproofing' decision. See . . .

An FCC repair job stands up in court . . . 48

ABC and CBS follow NBC in disclosing tentative plans for programming under FCC's prime-time access rule, scheduled to go into effect next fall. ABC will relinquish 7:30-8 p.m.; CBS will give up 10:30-11 p.m. period. See . . .

The lean outlook for network time . . . 52

Those fearing long arm of governmental intervention in news media operations won important victory in appeals court decision last week backing 'Times' reporter who refused to testify in Black Panther investigation. See . . .

Court upholds refusal to testify . . . 54

Office of Management and Budget approves draft of questionnaire FCC will use in study of conglomerate ownership of broadcast stations. Form is expected to be submitted for FCC approval in next two weeks. See . . .

Conglomerate probe all but launched . . . 58

Washington lawyer and former FCC Chairman Rosel Hyde warns Denver broadcasters of FCC censorship evolving from licensing procedures into policies regulating program content in violation of Communications Act. See . . .

Rosel Hyde warns of creeping censorship . . . 59

U.S. and Mexico ceremoniously exchange agreements affecting their radio broadcasting; FCC adopts rules authorizing presunrise operations and power increases for border stations. See . . .

U.S., Mexico implement treaty . . . 66

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Broadcasting

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A new sports show. It doesn't pretend that athletes never grow up.



Big-time athletes are adults. They have adult problems, on the field and off.

That's what we talk about on "Man to Man."

Can an athlete work successfully with teammates he detests? Can he drink and still do his job? How does he deal with the subtle influences of gamblers?

Those are questions most TV sportscasters avoid like the plague.

They're our bread and butter. Co-hosts are Roman Gabriel

and Merlin Olsen, quarterback and defensive tackle of the rugged Los Angeles Rams. Each week our guests include two articulate athletes and a sports-fan celebrity.

We pick people like Johnny Unitas, Chuck Connors, Pancho Gonzales, Jim Bouton, Mario Andretti, Lance Alworth, George Plimpton, and Johnny Sample, because we know they have something to say.

And we make sure they say it.

26 half-hours now available from MGM Television. (212) 262-2727



MAN TO MAN

The first adult sports show.

NBC drops appeal of prime-time rule

It will live with rule—then ask FCC to scrap it

NBC and NBC-TV affiliates association said Friday (Nov. 20) they would withdraw their appeals of FCC's prime-time-access rule and seek to overturn it another way—by using experience gained in actual operation to show commission that rule is against public interest and will not accomplish what commission says it will.

Rule is not left without opponents in court, however: CBS, CBS television association, WCAX-TV Burlington, Vt., MCA Inc. and Van Curler Broadcasting Corp. and WLKY Inc., subsidiaries of Sonderling Broadcasting Corp., are continuing to oppose rule.

NBC and affiliates, in separate disclosures, said pursuit of appeal was academic because it cannot be heard and decided before next fall's program schedule must be put together. They must do that now, NBC officials said, and as practical matter can plan for only three hours of network programming between 7 and 11 p.m.—maximum rule allows, effective next Oct. 1—because to commit for more in anticipation of court victory would result in "economic shambles" if court victory did not materialize.

Since at least one year's operation under rule is inevitable, NBC officials added, experience gained during actual operation can be used to demonstrate rule's unworkability in evidentiary hearing they said they would seek from FCC as soon as full effects of shortened schedule can be appraised.

Harold O. Grams, chairman of NBC Television Affiliates Board of Delegates, took similar position, saying board believes next season "should provide a test of the prime-time access rule. He added that board doubts that "significant amount of nonnetwork prime-time programming of acceptable quality will be forthcoming from film makers and syndicators."

He said board is withdrawing its appeal of prime-time access rule and urging others to do same in order to "facilitate film makers and syndicators getting on with job of creating new nonnetwork programs." If commission's hope is realized and adequate programming is produced "which is within financial means of local stations, particularly small-market stations, well and good," Mr. Grams said. If it is not, he said, affiliates board will petition commission for expedited reconsideration of prime-

time access rule.

NBC officials said petition for withdrawal of appeal, which is pending in U.S. Second Circuit Court of Appeals in New York, probably would be filed today (Nov. 23). They emphasized, however, that they were not withdrawing appeal of two companion rules: one barring networks from acquiring financial interests in programs produced for them by others, and one barring networks from domestic syndication.

Move by NBC and its television affiliates association came as surprise even though there had been talk earlier that some appellants might withdraw (BROADCASTING, Oct. 26).

Court some weeks ago scheduled hearing on merits of appeals for early January in move to expedite decision, which other sources thought might then come by March or April. Expedited scheduling came when court refused to stay effective date of access rule. Court did, however, stay effectiveness of subsidiary-interests ban—which had gone into effect Oct. 1—pending hearing on appeal. FCC itself had already stayed effectiveness of domestic-syndication ban from Oct. 1, 1971, "until further order" (BROADCASTING, Oct. 19).

Unease over liquor ads

Announcement by Philadelphia-based group that its five UHF stations will accept liquor advertising after Jan. 1, 1971 (BROADCASTING, Nov. 16), has sparked action by National Association of Broadcasters and interest on Capitol Hill.

Vincent T. Wasilewski, NAB president, wired Frank H. Minner Jr., president of U.S. Communications Corp., asking for meeting to discuss that company's decision to accept liquor advertising. And Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee which handles broadcast legislation, asked Mr. Wasilewski what NAB intends to do about it.

Leonard B. Stevens, executive vice president of U.S. Communications, said Friday (Nov. 20) that company representatives would be glad to meet with Mr. Wasilewski. Noting that firm announced stringent restrictions on potential liquor advertising (none before 9 p.m., no health claims, no drinking), Mr. Stevens expressed belief that such advertising on air is legal and is not

against public interest. Both Mr. Minner and Mr. Stevens were in California late last week and had not seen Mr. Wasilewski's wire.

U.S. Communications's WPHL-TV Philadelphia used to be member of NAB Code, which since its inception has forbidden carriage of liquor advertising. However, company resigned three years ago in dispute about carrying commercials for personal-hygiene products. Station still is member of NAB.

Advertising on air is also banned by Distilled Spirits Institute, reportedly representing 60% of liquor companies.

ABC-TV punts rate hikes

ABC-TV plans to pass on to affiliates increase in AT&T rates for network interconnection which ABC has been absorbing since October 1969 ("Closed Circuit," Oct. 19). Change is set for Jan. 1, 1971.

This action—and others concerning programming (see story, page 52)—emerged from ABC-TV affiliates board of governors meeting in St. Croix last Wednesday and Thursday.

According to reports Friday (Nov. 20), network executives said ABC could no longer afford to absorb cost particularly in view of current economy and expected loss of cigarette business after Jan. 2. After discussion of subject, it was reported board members sought compromise which network subsequently rejected. Accordingly, interconnected affiliates will have their network station rates reduced by 6.5% and noninterconnected outlets by 3.25% initially, resolution of question of rate-hike hinged also in large part on extent of affiliates' clearances of ABC-TV programs. ABC has estimated that it will have absorbed \$7.3 million in rate boost over 15-month period.

Officials of both board of governors and ABC expressed preference at meeting that all networks program 8-11 p.m. EST next fall when FCC prime-time access rule is to go into effect, but ABC officials also retained option to program 7:30-10:30 p.m. should network be forced to do so because of competitive reasons.

At meeting, ABC-TV network president James E. Duffy said fall schedule would be announced in late February or early March. Affiliates were assured ABC would program three full hours each night next fall.

Affiliates also were told that Lever Brothers deal that would insert *This is Your Life* at 8:30-9 p.m. Monday at

More "At Deadline" on page 10

midseason (Broadcasting, Nov. 16) did not come off but that network plans to fill period with another program. Affiliates were said to have expressed concern over having to find new programming and sponsors when network returns two-and-a-half more prime hours each week to stations at end of this year. Network officials stressed time periods being returned—especially Sunday at 7-8 p.m., leaving 6-8 p.m. open, and Saturday from 9:30 on—were exceptionally good for local programming and particularly adaptable to local movies. (It was said that preliminary surveys show about half of ABC affiliates program news on Saturday at 11:30 p.m. which would leave open two hours for movie presentations at 9:30).

Viacom goes on big board

CBS Inc. reported Friday (Nov. 20) that board of governors of New York Stock Exchange has accepted stock of Viacom International Inc. for listing and will commence trading on when-issued basis Dec. 3. Regular trading of stock is to begin Jan. 4.

CBS is spinning off its domestic cable-TV and program-syndication operations into Viacom. Each CBS shareholder will receive one share of Viacom stock for every seven shares of CBS common he holds at close of business on Dec. 17. Internal Revenue Service has given clearance for tax-free distribution to CBS shareholders of Viacom stock (BROADCASTING, Nov. 16).

Application for listing on NYSE reveals four million shares of Viacom stock are to be issued initially to CBS Inc., which will distribute it on pro-rata basis to its shareholders. Prior to Dec. 31, CBS will transfer all capital stock of CBS Enterprises Inc. (program-syndication operation) to Viacom in return for shares of Viacom, and also will transfer all capital stock owned by CBS in following corporations as contribution to Viacom: Viacom do Brasil Services de Televisao Ltda., Viacom Canada Ltd., Viacom Enterprises Pty. Ltd., Viacom Japan Inc., Viacom Latino America Inc., Viacom S.A., Viacom International Ltd., Clear View Cable Systems Inc., Martin Cable Television Inc., Nor Cal Cablevision Inc., Television Signal Corp. and Tele-Vue Systems Inc.

Prior to these transfers, CBS will take action to cancel about \$9.3 million of outstanding amounts due to CBS from Tele-Vue Systems. On Dec. 31, according to application, CBS will distribute its entire interest in Viacom to CBS shareholders and thereafter will have no interest in management or outstanding capital stock of Viacom. On date of distribution, CBS Enterprises

Week's Headliners



Mr. Di Scipio

Mr. Goldman

Robert T. Goldman, VP, planning and analysis, ABC, New York, elected financial VP, and **Harry Pape Jr.**, assistant treasurer, ABC, elected treasurer succeeding **Roland S. Tremble**, who held both positions but whose duties have been terminated, according to ABC, because "of disagreement as to management policies." He had been with ABC since July 1969.

Alfred Di Scipio, director and group VP, North Atlantic Consumer Products Group, division of Singer Co., New York, joins Filmways, New York, as VP, director and member of executive committee. He will participate in general management of company, concentrating on TV-related activities.

Ves Box, president, KDFW-TV Dallas, elected chairman of the CBS-TV Affiliates Advisory Board, replacing **Kenneth Bagwell**, VP-general manager, WJW-TV Cleveland. **Charles B. Brakefield**, president-general manager, WREC-TV Memphis, named secretary. Elections took place at the group's annual fall meeting last week in Acapulco, Mexico.

For other personnel changes of the week see "Fates & Fortunes"

will be merged into Viacom.

Application stated that Viacom's business will be conducted by two divisions, Viacom Enterprises (domestic and foreign program distribution) and Viacom Communication (cable-television operations). Of Viacom's total 1969 revenues of 16,093,000, domestic program distribution accounted for about 49%; foreign-program distribution, about 14% and cable television, 37%. (Figure covers program distribution fees, not total sales of syndication operations.)

Equal hiring of sexes?

National Organization for Women, through Stern Community Action Group, Washington, will petition FCC to amend its equal-employment rules to include women.

Tracy Westen, former legal assistant

to FCC Commissioner Nicholas Johnson, is drawing up petition for Stern group. He said Friday (Nov. 20) that filing date would be no later than Dec. 4.

Regulation now says broadcast licensee must develop affirmative equal-employment program for racial minorities. It says nothing about equal rights of women.

Earle K. Moore, counsel for United Church of Christ, said religious organization probably would file petition in support of NOW. "It's a logical amendment," Mr. Moore said Friday (Nov. 20), "and I see no reason why we wouldn't support it."

Together today

Merger of Jack Tinker & Partners and Pritchard Wood Associates to form Tinker-Pritchard Wood Associates is to be announced today (Nov. 23) by Robert E. Healy, chairman and president, Interpublic Group.

James R. Heekin Jr., Interpublic executive vice president, will be president and chief executive officer of merged agency. M. Carl Johnson, chairman and chief operating officer of Pritchard Wood, continues in that capacity with new agency.

Chester L. Posey, managing partner of Jack Tinker, has resigned and will announce future plans after merger is completed. Agencies combined are billing now at rate of \$18 million.

ABC-TV takes ratings lead

ABC-TV won Nielsen 70-market multi-network area (MNA) average ratings 7:30-11 p.m. for week ended Nov. 15. Averages in report out Friday (Nov. 20) were ABC 19.7, NBC 19.1 and CBS 18.7. ABC noted it was up 13% in rating and 11% in share over same week last year. In nights of week, CBS took Monday, Wednesday, Thursday, Friday; ABC Tuesday and Sunday, and NBC Saturday.

Judicial slap at FCC

FCC was strongly criticized for "irregularities" and inability to make final judgement in CATV case by U.S. Circuit Court of Appeals in Washington Friday (Nov. 20).

Court told commission to reopen four-year-old case involving question of whether Everett (Wash.) CATV system should provide exclusivity to KIRO-TV Seattle or KVOS-TV Bellingham, Wash.

Commission had ruled for KIRO-TV in September last year, but reversed itself three months later at request of cable TV firm.

Court said case was full of administrative errors and that FCC should take evidence all over again to determine correctness of claims by both stations.

ATTENTION: ALL NETWORK AFFILIS!

For the immensely valuable time being
returned to you...

**IT LOOKS LIKE MCA TV HAS
TWO ALL-TIME SUCCESSES!**

Dragnet

98 COLOR HALF HOURS

It Takes A Thief

65 COLOR HOURS

**A phenomenal record in ratings and
demographics is emerging with every
new report! To start with:**

CHICAGO, WGN-TV

DRAGNET and THIEF more than double last year's ratings.

NASHVILLE, WSM-TV

DRAGNET dominates pre-empted NBC-TV time slot with 50% share.

MILWAUKEE, WISN-TV

DRAGNET dominates time period with 49% share of 18-49 audience.

MIAMI, WPLG-TV

THIEF doubles last spring's audience; DRAGNET quadruples News' lead-in rating, share and 18-49 audience.

PORTLAND, KPTV

DRAGNET and THIEF highest-rated shows on station.

PROVIDENCE, WJAR-TV

THIEF leads in pre-empted NBC-TV time slot in 18-49 men.

DENVER, KWGN

DRAGNET doubles last spring's rating and 18-49 audience.

DETROIT, CKLW-TV

THIEF highest-rated show on station.

And with every rating book — another success. Ask our men.
They're getting all the facts as fast as they roll in.

mca tv

What does a nor'easter have to do with WHDH Boston?

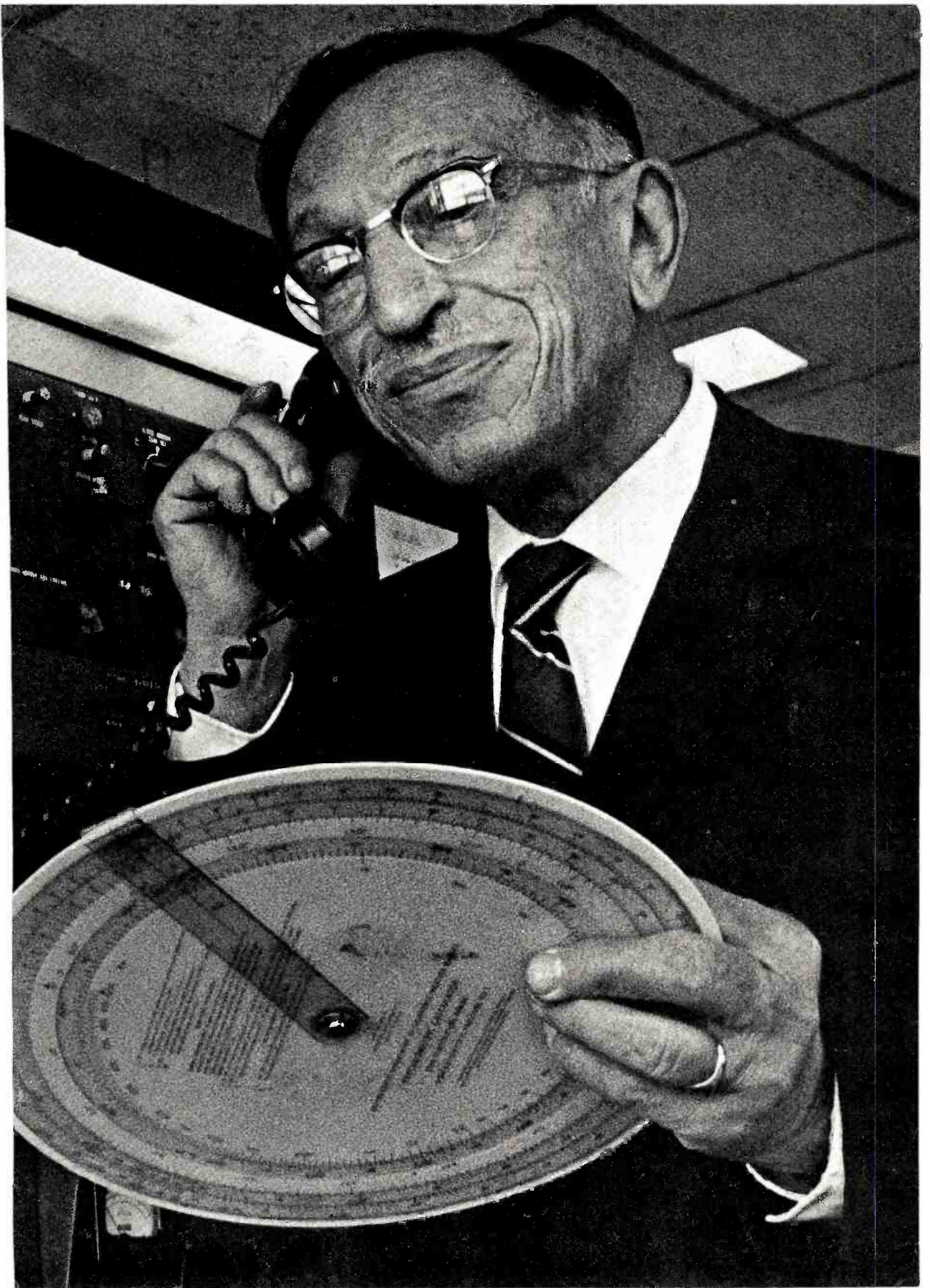


"New England's well-known changeable weather sometimes requires the issue by the U. S. Weather Bureau of warnings for the protection of life and property. At such times, prompt action by the public is a must. The task of distributing such weather warnings, as well as routine forecasts and other weather information, requires the cooperation of the media: press, radio and television. For more than three decades, the cooperation of radio station WHDH with the Weather Bureau has been second to none in the Boston area. Scheduled direct radio broadcasts from the Bureau — on WHDH AM and FM have brought authentic up-to-the-minute weather information to the general public. Without WHDH's cooperation, the Weather Bureau would find itself severely handicapped in trying to fulfill its responsibility to the public."

*Dr. Oscar Tenenbaum, Meteorologist in Charge
National Weather Service Forecast Office, Boston*

Dr. Oscar Tenenbaum is one of the nation's foremost meteorologists and a distinguished member of the WHDH Program Advisory Committee. Serving community needs with its facilities and its people has been a WHDH tradition for a quarter century.

WHDH BOSTON
AM/FM/TV/CBS TV IN BOSTON



A calendar of important meetings and events in communications

November

■ Nov. 27-29—Convention, *National Association of Farm Broadcasters*. Chicago.

December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 18930).

Dec. 3-4—Special meeting of board of directors, *Association of Maximum Service Telecasters*. Mauna Kea Beach hotel, Hawaii.

Dec. 4—Annual fall meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Dec. 4-6—Post-election conference, *University of Maryland department of journalism*, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

Dec. 6-9—First *CATV Advertising-Programming Seminar*. Walter Conkite, Jerry Della Farnina and Bill Daniels are among speakers. Ambassador hotel, Los Angeles.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

■ Dec. 21—Annual stockholders meeting of *Walt Disney Productions*. Wilmett Theater, Los Angeles.

January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola University, New Orleans.

■ Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association*. Sheraton Motor inn, El Paso.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Jan. 18-20—*National Cable Television Association* cablecasting seminar. Burlingame hotel, Burlingame, Calif.

Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament hotel, Birmingham.

Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.

Jan. 24-25—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.

Jan. 25-27—Annual convention, *National Religious Broadcasters*. Washington Hilton.

Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.

February, 1971

Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.

Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators*. Ramada Inn, Monroe.

Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

March, 1971

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

March 28-31—*National Association of Broadcasters* annual convention. Conrad Hilton hotel, Chicago.

April, 1971

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

■ April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

■ Indicates first or revised listing.

OpenMike

Post-election echoes

EDITOR: A "menace" ("The Menace Goes Out of the Medium," BROADCASTING, Nov. 9) to the American political system was never in the media—television or otherwise. If more political consultants recognized that the American voter is not the patsy they make him out to be, there would be precious few surprises on election night. . . .

If the politician has a viable product to market, television can be great for him. But make no mistake about it: Political sham is like any other phony product. No matter how hard you try

to sell it, you run a high risk of falling flat on your face.—*Herschel Shosteck, Herschel Shosteck Associates, Silver Spring, Md. (one winner, no losers).*

EDITOR: Broadcasters in Georgia fared well in this year's general election. As your Nov. 9 issue states, TV newsmen Dawson Mathis of WALB Albany was elected to Congress. True, Republican gubernatorial candidate Hal Suit, an Atlanta TV newsmen, lost. Republicans just have a hard time in Georgia.

In the House of Representatives we picked up two additional radio men—Hanson Carter, owner of WNGA(AM)

Nashville, Ga., and John Adams, local sales manager of WLAQ(AM) Rome, Ga.

The undersigned was re-elected to the Georgia legislature for a third time—this time without opposition. That is the best way to run, of course.—*Ed Mullinax, president-general manager, WLAG(AM) LaGrange, Ga.*

EDITOR: In your Nov. 9 story on broadcasters in the election, you possibly meant only major offices. But, our chief engineer, C. W. (Bill) Baker was re-elected chairman of the Ward county board of commissioners and was elected a delegate to the North Dakota Con-

How to make money in a bear market.

Put your dollars in livestock. Buy *Gentle Ben*.

There's none livelier. Because *Gentle Ben* is the creation of Ivan Tors, whose specialty is adventure series that are big as all outdoors. And just as crammed with action.

Gentle Ben, about a bear, a boy and his game-warden father, is warm, wholesome entertainment. The 56 color half hours were filmed entirely in the color-drenched swamps and forests of the Everglades. There's excitement at every turn.

All of which explains *Gentle Ben's* terrific family appeal (adults: 68%; teens: 10%; children: 22%). In his first season on CBS prime time, *Ben* shot to the top among new shows. Outrating even "Laugh-In" and Carol Burnett. During his network run, *Ben* averaged better than one-third of the national audience.

So here is today's tip for your market: play it bearish. No bull. **CBS ENTERPRISES**

New York, Chicago, San Francisco, Dallas, Atlanta



SOURCE: NIELSEN, APR. 1967-68, 1968-69.
SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

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Broadcasting

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*Reg. U.S. Patent Office.

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stitutional Convention called for 1972.

Mr. Baker is a former (five terms) member of the North Dakota House; two terms in the Senate and four years a member of the State Board of Higher Education.

Oh, yes. We watched Terry Montgomery in the sixth district in Minnesota very carefully. He started his broadcast career as an announcer on our staff.

—Leslie E. Maupin, *general manager*,
KLPM(AM) *Minot, N.D.*

(Mr. Montgomery, who lost to incumbent J. W. Zwach [R-Minn.] was formerly a news reporter for WCCO-TV Minneapolis-St. Paul [BROADCASTING, Nov. 9])

A handy chronology

EDITOR: I found the issue on the 50th anniversary of broadcasting (BROADCASTING, Nov. 2) most interesting and educational . . . inasmuch as my students found it hard to believe that radio was, and still is, such an influence.

Are reprints available?—Professor
Martin M. Goldberg, *department of communication arts, New York Institute of Technology, Old Westbury, L.I., N.Y.*

(Reprints of the special report are not available. However, a limited number of complete copies may be procured from BROADCASTING headquarters, 1735 DeSales Street, N.W., Washington, D.C. 20036. Price: \$2 each.)

Some questions of time

EDITOR: Your Nov. 2 anniversary report is an excellent piece of work, as BROADCASTING always is, except that it should have been published in August to coincide with the actual anniversary of broadcasting which is Aug. 20—the date WWJ first went on the air in 1920.

However, your discreet listing of chronological events on page 74 is accurate, and your handling of the delicate issue of "Who's on first?" on page 86 demonstrated your usual sensitive perspective on our great industry.

The issue is a fine addition to the memorabilia of broadcasting.—Don F. DeGroot, *general manager*, WWJ-AM-FM-TV *Detroit*.

EDITOR: The caption for the photograph on page 144 of your 50th anniversary "Special Report" (Nov. 2) is inaccurate. Nikita Khrushchev did not attend John F. Kennedy's funeral in 1963. Perhaps the photo was taken during the premier's visit to the United States in 1959.—David G. Kanzeg, *Syracuse University, Syracuse, N.Y.*

(Mr. Kanzeg is correct. The photo, appearing originally in BROADCASTING Sept. 22, 1959, was misfiled in a reorganization of the magazine's picture library.)

Numbers expedite search

EDITOR: This is to commend your inclusion of docket numbers in the weekly "Datebook" listings of FCC deadlines. This information is indeed helpful to non-Washington based citizens concerned about broadcasting and wishing

to keep current with relevant cases. The FCC's office of public information would be grateful for resulting increased clarity of requests for public documents.—Jon Paul Davidson, *vice president, marketing and information, Ecumedia, 320 Cathedral Street, Baltimore*.

More about beginners

EDITOR: The letters from Laurence C. Lancit and Mitch Davis (BROADCASTING, Nov. 2) scoring broadcasters for not giving the college radio-TV major a chance, give me one big laugh.

Last year we received a brochure from a university with pictures and statistics on 40 or so of their recent radio-TV graduates. We wrote to 15 inviting a response and perhaps an interview. Only one replied and, since he was going on to graduate work, he wasn't interested.

I called the faculty member who sent the brochure to point out it was terrible waste of money to send the brochure if the students themselves weren't interested. He said I was lucky; several other stations had called and they didn't even get one answer.—Chuck Norman, *president, WGNU(AM) St. Louis*.

EDITOR: The plight of the beginner in this profession is not much unlike the apprenticeship in any other profession. Doctors, lawyers, engineers, etc., all must serve a period of applying what they learned in school in the "minor leagues." Interns do not operate alone until after many years of practice. Lawyers begin with traffic cases, and engineers with drafting.

There are 1,000-and-one intricacies in this business. By the time you get to the major market or even medium market, "The Man" is going to expect you to know most of them. He doesn't have the time to sit down and explain. I know, because I was the greatest thing to hit broadcasting. But, after two weeks at a 250-watt country-and-western daytimer, I realized that the plight of the beginner is justly deserved and necessary. Why? Because, like all other professions, the degree is only a "license to learn." So, start small until you are the best in the area. Then, and only then, apply to a larger market.—Patrick L. Martin, *WRR(AM) Dallas*.

Help for the sightless

EDITOR: Thank you for granting us the permission to record excerpts from BROADCASTING Magazine for the use of our blind subscribers. BROADCASTING is now available on a seven-inch reel of tape each month for the blind and the handicapped. Anyone interested in more information may write to Science for the Blind, 221 Rockhill Road, Bala-Cynwyd, Pa., for full particulars.—Mrs. Dede Duncan, *Science for the Blind, Bala-Cynwyd, Pa.*

What cable television can—and cannot—do for marketing

It is certain that cable TV will have a significant effect on TV as we now know it. This influence is already beginning and it should become dominant within the relatively near future—say seven to 10 years.

During this time, we will see a good deal of activity by the federal regulatory agencies, municipal authorities and in the courts, aimed at interpreting and modifying existing regulations on such matters as original programming and distant-signal importation. No one seems to think the current FCC attitudes are totally frozen and no one seems to think existing rules and court decisions will stand without additional adjudication.

So we are in for a period of legal and administrative unrest. This will tend to confuse the emerging trends in the short run and clarify and reinforce these trends over the longer run.

At the same time, there is no question that CATV will be authorized to originate its own programs as a supplement to network programming as we know it today. This will apparently turn out to be a major aspect of locally available programming.

Engineering studies now going forward in many major U.S. communities project CATV systems in the 1970's providing service on anywhere from 10 to 30 different channels. For example, 20 channels may be so divided as to include current commercial and educational channels, one or more pay-TV channels, one or more independent channels coming from outside of the metropolitan area from a relatively distant point, one or more municipal channels reserved to the city for its own use, one or more school district channels reserved to the municipal school district for the use of particular neighborhood areas within the community.

It is not certain exactly how the FCC will lay down the ground rules for all these kinds of service but it is clear that this proliferation of television broadcasting activity is not only physically possible, but imminent. The consensus seems to be that this kind of expanded programming activity will be commercially feasible, too, at least for CATV operators in major markets.

What is the significance of this development for marketing? At the moment, operating systems in smaller markets offer a significant opportunity

for TV-commercial testing, test marketing, the testing of experimental programs and the like. In short, any of the traditional marketing research uses of TV as a vehicle for presenting test materials can also be made over existing CATV systems.

Since many of the existing systems have at least one TV channel reserved for their own programming use, a new dimension has been opened up for marketing research.

Any marketing-research work which depends on the presentation of visual material can utilize the CATV channel for this presentation. This might include tests of the visual elements of packages; print magazine tests; tests of rough commercials; tests of finished commercials, and perhaps of new-product concepts and even new-product ideas.

Anything that is now done by taking an object or document into a home, exposing it visually and asking for consumer response, can, in theory, be done by CATV over the reserved channel.

The procedure is to call subscribers on the phone and ask them to view the reserved channel at a particular time during which the test material would be exposed. After this exposure has occurred, the pre-recruited respondents are interviewed again either by phone or by questionnaire.

This opens up the possibility of replacing in-home interviewing with telephone interviewing in situations that heretofore demanded personal presentation of material to be researched. All of this implies speedier research results and better research quality. It may also imply lower marketing research costs.

At J. Walter Thompson, we found close and predictable relationships between the results of normal commercial testing done on the air in large cosmopolitan markets and tests of the same commercials following identical procedures in smaller CATV markets.

However, our experience with the recruiting of audiences to test programs on the CATV channel reserved for the proprietor's use indicates a need to develop fairly elaborate techniques, perhaps including incentives, to induce potential respondents to cooperate in looking at test material on the CATV channel at the pre-determined time. Though we have not satisfactorily solved all problems related to this, we are satisfied that acceptable solutions can rapidly be developed.

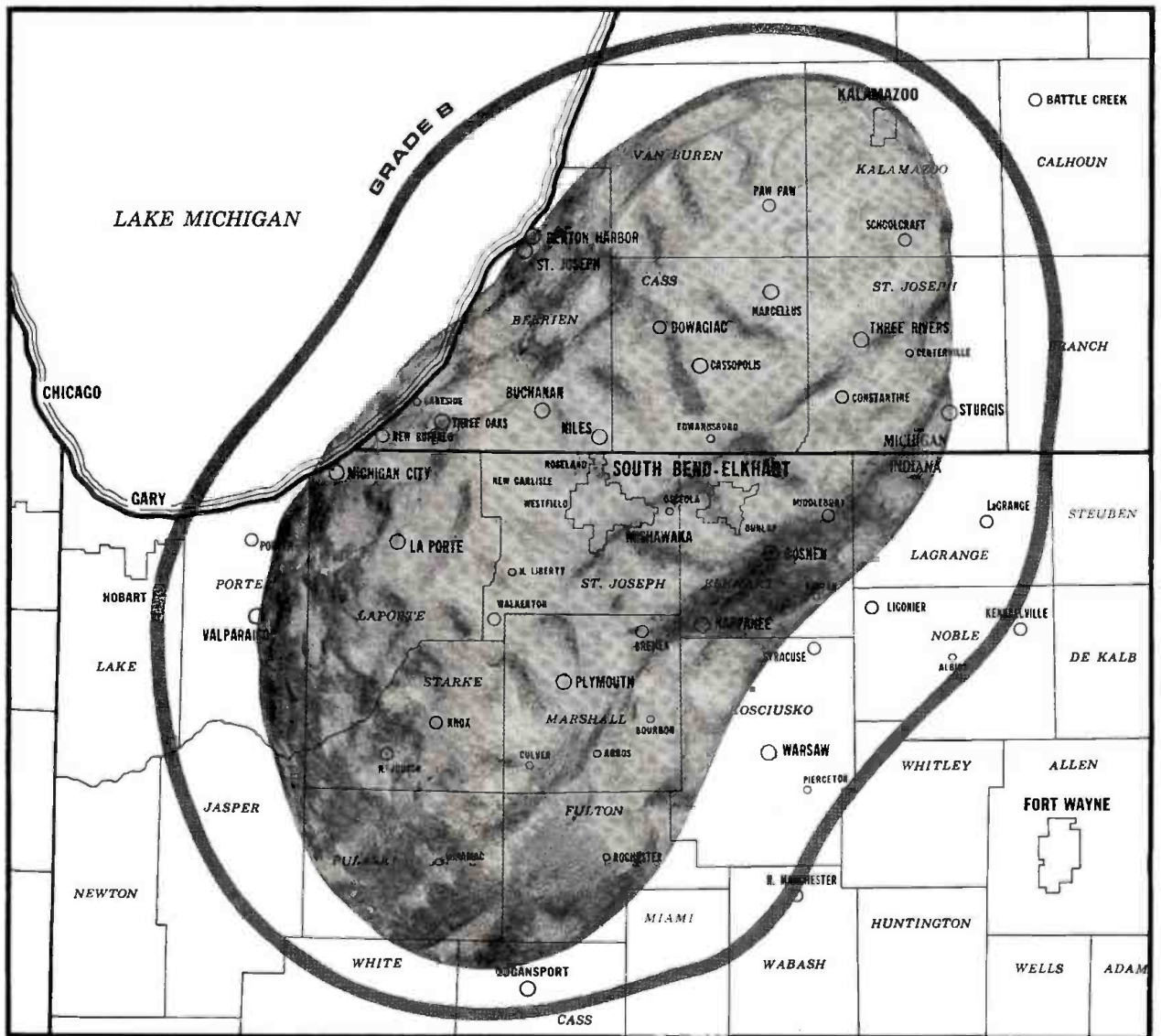
This experience illustrates the important conclusion to be drawn in any discussion of cable television and marketing: For the marketer, CATV is an additional tool, and only that. It will do certain kinds of marketing jobs better, faster, probably more cheaply, and with greater security than is possible with current procedures. It can work for the marketer who is willing to make it work. It is not, however, a miraculous short-cut to sales, creativity or anything else.

There is nothing academic about CATV at all. It is just like television; it *is* television. Anything that can be done on television can be done on CATV. But because CATV represents a proliferation of television transmission capability it offers marketing practitioners many benefits of television that have not previously been available.



William M. Weilbacher has spent 19 years in media and marketing research for such companies as Jack Tinker & Partners and Dancer-Fitzgerald-Sample. He was vice president and research director of J. Walter Thompson Co. when he delivered speech before seminar of Association of National Advertisers on which this article is based. Mr. Weilbacher, who has recently resigned from JWT, is expected to announce his future plans shortly. He is author or co-author of several books on advertising and marketing research.

MORE SPREAD FOR YOUR "BREAD" WITH OUR NEW PEANUT! NEW \$4 BILLION MARKET – SAME LOW COST



New Power: 4,160,000 watts maximum ERP.

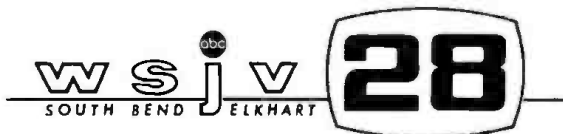
New Tower: 1,090 feet above average terrain.

New ABC Network Service for lower Michigan.

New "Peanut Pattern" covers prosperous southwestern Michigan and northern Indiana – estimated effective buying income of \$4,077,264,000*.

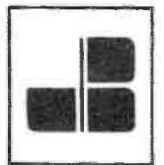
*Sales Management Survey of Buying Power, June 10, 1970.

Put your message where the money is – call Blair today!



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BLAIR TELEVISION

TV-radio billings top '69—but barely

Thompson number-one agency for 13th straight year, but Bates scores the biggest gain with \$34 million

The slow-down in the general economy throughout the year exerted a predictably depressant effect on the TV-radio investments of the leading 50 broadcast agencies in 1970.

BROADCASTING's annual compilation of domestic billing estimates of these agencies as 1970 draws to a close reveals that total spending by the group in network and spot television and radio is barely above the 1969 level, exceeding last year's figure by an estimated \$10 million.

The decelerated growth pattern of TV-radio advertising this year can be illustrated by earlier statistics. In 1969, TV-radio spending by the leading broadcast agencies was \$288 million higher than in 1968. Figures for 1968, in turn, were an estimated \$137 million above those of 1967.

The television billings of the 50 leading agencies, including network and spot, grew by approximately \$6 million. Radio expenditures increased by slightly more than \$4 million.

Indicative of the generally reduced spending in TV-radio, the top-10 broadcast agencies invested a combined total of \$1.67 billion in the media, as against \$1.66 billion in 1969, which had risen sharply from \$1.52 billion in 1968.

For the 13th consecutive year in BROADCASTING's annual compilation of domestic spending, the number-one spot was garnered by J. Walter Thompson Co. But even this vaunted agency slipped slightly from its 1969 pace, losing slightly more than \$4 million but still winding up with a hefty \$280.6 million.

Ted Bates & Co. earned the distinction of having the largest TV-radio increase, adding almost \$34 million during the year. Other agencies with substantial gains in broadcast expenditures were Doyle Dane Bernbach, up almost \$26 million, and Ogilvy & Mather, up \$30.8 million.

Agencies registering the largest billing decreases in broadcast during 1970

were Young & Rubicam, down almost \$23 million; Grey Advertising, down \$11 million; BBDO, down almost \$9 million and William Esty Co., down \$8 million.

An analysis of the top-50 agency questionnaires shows that 24 reported increases in broadcast spending, 18 showed decreases; two remained the same and six were not included in last year's compilation. In contrast, in 1969, 37 agencies reported increases, 10 decreases, one remained the same and two were new to the listing.

Agencies that broke into the top 50 broadcast list this year that were not included in 1969 are Edward Weiss & Co., DKG Inc., Marsteller Inc., Knox Reeves, Henderson Advertising and Daniel & Charles.

An alphabetical listing of the first 50 broadcast billing agencies follows (in most cases figures were obtained from the agencies themselves; in some others, estimates were compiled from best available sources):

Carl Ally

Combined TV-radio billings \$9.9 million; \$8.9 million in TV (\$3.3 million in network, \$5.6 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 41%.

Carl Ally's broadcast was \$3.3 million under its 1969 mark, with the broadcast share of over-all billings dropping 12%. The billings decline was only slight in network TV and spot

radio but substantial in spot TV—down \$2.2 million. During the year, Carl Ally resigned Pearl Brewing's Country Club malt liquor, an account it had picked up only the year before. That beer account, however, spent approximately \$2 million in broadcast (heavy in TV, also in spot radio). Accounts gained included Travelers Insurance, Pan American World Airways, Service America (RCA) and Evelyn Wood Reading Dynamics.

N. W. Ayer & Son

Combined TV-radio billings \$48 million; \$45 million in TV (\$25 million in network, \$20 million in spot); \$3 million in radio (\$1 million in network, \$2 million in spot); TV-radio share of over-all billings: 44%.

Ayer's broadcast share of total billings dropped substantially in the past year—from 48% in 1969 to 44% of an estimated \$140 million in total billing in 1970. In dollar figures, the drop came to \$6 million, with declines of \$2 million in network TV, \$3 million in spot TV and \$1 million in network radio. Spot radio remained the same.

The year was also the first full period without Atlantic-Richfield, extensive user of spot TV and radio, which Ayer resigned in November 1969. Alberto-Culver moved out Rinse Away shampoo as of this month. On the plus side of the account ledger, Gino's Inc. (restaurants and take-out stores), a spot-TV and spot-radio advertiser, was acquired in December 1969. This was followed by

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$280.6 million
. . . Total television billings	J. Walter Thompson	\$254 million
. . . TV-network billings	J. Walter Thompson	\$177 million
. . . TV-spot billings	J. Walter Thompson	\$77 million
. . . Total radio billings	BBDO	\$27.1 million
. . . Radio network billings	Needham, Harper & Steers	\$4 million
. . . Radio spot billing	J. Walter Thompson	\$24.2 million
. . . Biggest broadcast gain	Ted Bates	\$33.8 million

International Pharmaceutical Corp.; Coronet brandy and DuBouchett cordial brands of Schenley; the Milani foods division of Alberto-Culver, which is in spot TV; Calavo Growers of California; Industrial National Bank of Rhode Island; First National Bank of Nevada; Scott Paper Co. (for a new brand); Western Publishing Co. (Golden Books). Alberto-Culver, AT&T (specials), Dr. Scholl foot-care products, DuPont's Lucite paints and Teflon provide the bulk of network-TV business. These same advertisers, with the exception of AT&T but with the addition of Bell System operating companies, Sealtest Foods (Kraftco), Gino's, Scott Paper and Carling's Heidelberg beer, make up the spot-TV roster. AT&T is in network radio; Bell, Gino's and Heidelberg are in spot radio.

Ted Bates & Co.

Combined TV-radio billings \$196.1 million; \$184.9 million in television (\$111 million in network, \$73.9 million in spot); \$11.2 million in radio (\$1.1 million in network, \$10.1 million in spot); TV-radio share of over-all billings: 79%.

Bates broadcast billings this year show a more than \$30 million increase. The agency's broadcast share dipped a few percentage points.

During the year, Bates added Prudential Insurance Co. of America with approximately 73% of its billings in TV and a nonbroadcast account, Endo Laboratories. Also picked up were Chase Manhattan and Playtex gloves, but their billing will not show till 1971. U.S.V. Pharmaceutical, also a nonbroadcast account, was resigned.

Colgate-Palmolive is Bates' account in all phases of broadcast (network participations and program sponsorship [*The Doctors*] in TV, spot radio and TV, network radio). Brown & Williamson billed in network-TV participations, spot TV and spot radio, as did ITT-Continental Baking and Standard Brands (sales division). Spot-TV users also included Bristol-Myers, M&M/Mars, International Playtex and National Biscuit, all except Bristol-Myers also in network participations. Warner-Lambert was in network-TV participations, network and spot radio, and National Biscuit was in network radio.

BBDO

Combined TV-radio billings \$173.9 million; \$146.8 million in television (\$90.6 million in network, \$56.2 million in spot); \$27.1 million in radio (\$3.5 million in network, \$23.6 million in spot); TV-radio share of over-all billing: 60%.

BBDO lost almost \$9 million in broadcast billings, though its TV-radio share remained about the same, indicating a

loss in over-all spending by agency clients.

During the year the agency lost the Book of the Month Club, S. D. Warren, Southern New England Telephone, First National Bank of Boston and Citizens & Southern Bank. It acquired Chrysler (corporate) and portions of Block Drug.

Advertisers contributing heavily to BBDO's broadcast billings during the year were Armstrong Cork, Campbell Soup, American Tobacco Co., Block Drug, Chevron Oil, Dow Chemical, Pepsi-Cola Co. and its bottlers, 3M Co., F. & M. Schaefer Brewing Co., General Electric Co., DuPont and Scott Paper Co.

Benton & Bowles

Combined TV-radio billings \$127 million; \$121.4 million in television (\$81 million in network, \$40.4 million in spot); \$5.6 million in radio (\$1 million in network, \$4.6 million in spot); TV-radio share of over-all billings: 83%.

Benton & Bowles continued upward in broadcast, moving ahead \$2 million. Most of the increase was in television and there was \$600,000 more in radio. During the year B&B added Peter Paul, which has \$1 million in broadcast.

Biggest broadcast spenders at B&B are Procter & Gamble, General Foods, Vick Chemical, Texaco and Glass Container Manufacturers, all in network with program sponsorships and spot TV and in spot radio (Texaco and Glass Container are also in network radio); S. C. Johnson, Morton-Norwich, both in network and spot TV and in spot radio; Hasbro in network sponsorship and spot in TV, and Sterling Drug and Avis in both network and spot TV.

Leo Burnett Co.

Combined TV-radio billings \$202 million; \$189 million in TV (\$124.3 million in network, \$64.7 million in spot); \$13 million in radio (\$1.8 million in network, \$11.2 in spot); TV-radio share of over-all billings: 75.1%.

After years of consecutive gains, Chicago-based Burnett plateaued this year due largely to slow automotive business of its subsidiary, D. P. Brother in Detroit, which handles Oldsmobile and other General Motors accounts affected by the strike now being settled. Burnett figures its estimates on basis of true media billing and not total gross that includes commercial production costs, fees and other non-media income some other firms quote in total billing estimates.

Burnett has long list of heavy broadcast users. Among them are Allstate, Campbell Soup, Green Giant, Keebler, Kellogg, Kentucky Fried Chicken, Lewis-Howe, Nestle, Philip Morris (Marlboro, Virginia Slims), Pillsbury, Procter & Gamble, Schlitz, Star-Kist,

Union Carbide, Union Oil, United Air Lines and Vick Chemical.

Campbell-Ewald

Combined TV-radio billings \$49.0 million; \$39.3 million in TV (\$26 million in network, \$13.3 million in spot); \$9.7 million in radio (\$800,000 in network, \$8.9 million in spot); TV-radio share of over-all billings: 38.8%.

Despite the General Motors strike, Campbell-Ewald's broadcast billings are not suffering as much as might be thought because much of the GM buys were tied into network situations. With settlement of the strike expected to be ratified soon, a heavy GM spot barrage is set to fill out calendar year, recovering much of the spot loss and ending up 1970 a bit ahead in radio-TV billings for this agency.

Chevrolet continues to be the biggest broadcast account at Campbell-Ewald. Other General Motors divisions such as Delco, United Motors Service and GM Acceptance Corp. are also in broadcast. Non-GM accounts in broadcast include Admiral Corp., National Steel, North American Rockwell and Marathon Oil.

Campbell-Mithun

Combined TV-radio billings \$33.2 million; \$26.3 million in TV (\$8.8 million in network, \$17.5 million in spot); \$6.9 million in radio (\$900,000 in network, \$6 million in spot); TV-radio share of over-all billings: 44%.

Minneapolis-based Campbell-Mithun was running about 5% ahead in all billings this year until now when the outlook for client budget adjustments in December indicates the agency probably will plateau out at approximately the same level as last year. Among the problems is Northwest Orient Airline's continuing strike. Other broadcast-active accounts there include G. Heileman Brewing Co., Ac'cent, General Mills, Gold Seal, Dairy Queen, Kroger, Land O'Lakes, Top Value Stamps, Toro and Wilson Meats.

Carson/Roberts

Combined TV-radio billings \$16.7 million; \$15.9 million in TV (\$11.3 million in network, \$4.6 million in spot); \$800,000 in radio (\$20,000 in network, \$780,000 in spot); TV-radio share of over-all billings: 50.7%.

This year the agency's broadcast billings rose \$2.3 million and its broadcast share of over-all billings went up 2.3%. Carson/Roberts made its biggest gain in network TV, up \$1.9 million, and in spot radio which it more than doubled.

Accounts added in the year: Fairchild semiconductors, Flying Tiger Lines, Hunt-Wesson Foods, Yardman/Snocub division of Leisure Group and Royal Castle; resigned were Nalley's

Top-50 agencies and their 1970 radio-TV billings

(All dollar figures are in millions)

	Combined Broadcast Billings	Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billings	Broadcast Billings Change (\$) From 1969	Agency's Rank in 1969
1. J. Walter Thompson	\$280.6	\$254.0	\$177.0	\$ 77.0	\$ 26.6	\$ 2.4	\$ 24.2	60%	- 4.3	1
2. Leo Burnett Co.	202.0	189.0	124.3	64.7	13.0	1.8	11.2	75.1%	0	3
3. Ted Bates & Co.	196.1	184.9	111.0	73.9	11.2	1.1	10.1	79.7%	+33.8	5
4. Young & Rubicam Inc.	188.6	168.6	118.3	50.3	20.0	2.0	18.0	58%	-22.9	2
5. BBDO	173.9	146.8	90.6	56.2	27.1	3.5	23.6	60%	- 8.9	4
6. Doyle Dane Bernbach	138.8	126.7	77.0	49.7	12.1	0.3	11.8	62.7%	+25.9	12
7. Dancer-Fitzgerald-Sample	130.0	125.0	55.0	70.0	5.0	not available		80%	+ 5.0	7
8. Benton & Bowles Inc.	127.0	121.4	81.0	40.4	5.6	1.0	4.6	83%	+ 2.0	7
9. William Esty Co. Inc.	124.0	110.0	77.0	33.0	14.0	2.0	12.0	73%	- 8.0	6
10. McCann-Erickson	118.0	102.0	61.2	40.8	16.0	1.0	15.0	60%	- 7.0	7
11. Ogilvy & Mather	116.4	109.6	46.8	62.8	6.8	0.3	6.5	65%	+30.8	14
12. Foote, Cone & Belding Advertising Inc.	105.5	98.3	72.9	25.4	7.2	2.1	5.1	57.5%	-10.7	10
13. Grey Advertising Inc.	102.0	89.0	48.0	41.0	13.0	2.0	11.0	60%	-11.0	11
14. SSC&B Inc.**	95.2	89.2	63.9	25.3	6.0	1.4	4.6	78.1%	+ 3.5	13
15. Compton Advertising	71.9	68.8	43.0	25.8	3.1	2.5	0.6	59.9%	- 5.4	15
16. Wells, Rich, Greene Inc.	69.0	66.0	45.0	21.0	3.0	0	3.0	75%	+ 2.0	16
17. Lennen & Newell	65	52	34	18	13	5.2	7.8	48.3%	+ 8.2	18
18. Needham, Harper & Steers Inc.	61.3	49.8	29.8	20.0	11.5	4.0	7.5	50.7%	+ 1.7	17
19. Cunningham & Walsh	49.5	46.4	25.0	21.4	3.1	1.0	2.1	85%	+ 0.5	20
20. D'Arcy Advertising	49.3	36.6	15.7	20.9	12.7	1.1	11.6	48%	+ 4.6	22
21. Campbell-Ewald	49.0	39.3	26.0	13.3	9.7	0.8	8.9	38.8%	+ 1.2	21
22. N. W. Ayer & Son	48.0	45.0	25.0	20.0	3.0	1.0	2.0	44%	- 6.0	19
23. Kenyon & Eckhardt Inc.	46.0	37.0	22.0	15.0	9.0	3.0	6.0	49%	+ 2.0	24
24. Norman, Craig & Kummel	44.4	41.0	24.0	17.0	3.4	0.6	2.8	70%	+ 0.3	23
25. Marschalk	43.0	40.0	24.0	16.0	3.0	0	3.0	55%	+ 3.5	27
26. Erwin Wasey	39.0	37.0	1.5	35.5	2.0	0	2.0	50%	- 3.0	25
27. MacManus, John & Adams	36.0	24.5	15.6	8.9	11.5	0.08	10.7	31%	- 4.0	26
28. Campbell-Mithun	33.2	26.3	8.8	17.5	6.9	0.9	6.0	44%	- 0.8	21
29. Clinton E. Frank Inc.	32.0	26.0	5.0	21.0	6.0	0	6.0	50%	+ 7.0	33
30. Post-Keyes-Gardner	30.68	27.04	20.54	6.5	3.64	0.5	3.14	59%	+ 3.78	31
31. Tatham-Laird & Kudner	27.1	25.5	19.1	6.4	1.6	0	1.6	50%	- 9.8	28
32. LaRoche, McCaffrey & McCall	27.0	26.4	21.7	4.7	0.6	0.1	0.5	50%	+ 4.0	34
33. Gardner Advertising Co.	26.7	23.0	12.6	10.4	3.7	1.0	2.7	54.8%	- 0.7	34
34. Arthur Meyerhoff Associates	20.2	1.3	1.3	14.5	4.4	0.9	3.5	87%	+ 1.15	39
35. North Advertising	19.6	19.4	11.8	7.6	0.20	0	0.20	70%	- 0.9	37
36. Honig-Cooper & Harrington	19.0	15.0	7.0	8.0	4.0	0	4.0	61%	+ 0.6	40
37. Lois Holland Callaway	19.0	18.0	2.0	16.0	1.0	0	1.0	75%	- 3.0	35
38. DKG Inc.	17.5	14.9	5.3	9.6	2.6	0.48	2.12	58.1%	*	*
39. Edward H. Welss & Co.	16.8	15.4	7.8	7.6	1.4	0.2	1.2	80%	*	*
40. Carson/Roberts Inc.	16.7	15.9	11.3	4.6	0.8	0.02	0.78	50.7%	+ 2.3	47
41. Masius, Wynne-Williams, Street & Finney Inc.	16.43	16.4	9.7	6.7	.03	0	.03	86.9%	+ 0.18	42
42. Clyne Maxon Inc.	16.1	15.6	8.0	7.6	0.5	0	0.5	61%	- 5.9	35
43. Richard K. Manoff Inc.	15.0	14.0	3.0	11.0	1.0	0.25	0.75	75%	0	44
44. Marsteller Inc.	15.0	10.0	4.0	6.0	5.0	0	5.0	20%	*	*
45. Henderson Advertising	14.0	13.0	9.0	4.0	1.0	0	1.0	70%	*	*
46. Warwick & Legler	13.9	12.2	10.1	2.1	1.7	1.1	0.6	33.7%	+ .56	48
47. Daniel & Charles Inc.	12.8	11.2	4.5	6.7	1.6	0	1.6	40%	*	*
48. W. B. Doner	12.19	6.9	0.9	6.0	5.29	0	5.29	53%	+ 0.74	50
49. Knox Reeves Advertising	10.0	9.0	3.0	6.0	1.0	0	1.0	71%	*	*
50. Carl Ally	9.9	8.9	3.3	5.6	1.0	0	1.0	41%	- 3.3	49

* Not listed in 1969 top 50.

** Listed in 1969 as Sullivan, Steuffer, Colwell & Bayles.

Fine Foods and Performance Systems Inc. Mattel, Hunt-Wesson and Purex sponsor participations in network TV and are in spot TV as are Lincoln-Mercury and Universal Tours. Leisure Group is the network-radio user. Mattel, Purex, Lincoln-Mercury and Baskin-Robbins are spot-radio clients.

Clyne-Maxon

Combined TV-radio billings \$16.1 million; \$15.6 million in television (\$8 million in network, \$7.6 million in spot);

\$500,000 in radio (all in spot); TV-radio share of over-all billings: 61%.

Clyne-Maxon's broadcast billings are down substantially (\$5.9 million) from 1969, a year when the agency had actually increased its broadcast (all in television). The bigger decline this year is in spot TV (down \$4.8 million). The drop is also reflected in the broadcast share of over-all billings, 65% last year, 61% this year.

Despite the fall-off in spot TV, most of the agency's broadcast-oriented clients are active in that category: General

Electric (personal care products, portables and clocks), Dristan Mist, Primatene (Mist and Tablets), Anacin Arthritis Formula, Heet Ointment, Total Beauty and Concern. All of these, with the exception of Total Beauty and Concern, also bought network participations. GE's personal care and portable products were in spot radio, as were Dristan, the Primatene products, the Anacin product and Total Beauty.

Compton Advertising

Combined TV-radio billings \$71.9 mil-

lion; \$68.8 million in television (\$43 million in television, \$25.8 million in spot); \$3.1 million in radio (\$2.5 million in network, \$600,000 in spot); TV-radio share of over-all billings: 59.9%.

Broadcast billings at Compton declined \$5.4 million as the TV-radio share of billings decreased by 6% over 1969. Television expenditures fell by almost \$5 million while radio took a modest dip.

Procter & Gamble continues as Compton's leading account, active in spot and network TV. Other mainstays during the year have been New York Life Insurance in network TV; Consolidated Cigar in both network and spot TV and the American Dairy Association in spot TV. New accounts that promise to swell the agency's broadcast spending in 1971 are AAMCO, Dunkin' Donuts and the Diner's Club.

Cunningham & Walsh

Combined TV-radio billings \$49.5 million; \$46.4 million in television (\$25 million in network, \$21.4 million in spot); \$3.1 million in radio (\$1 million in network, \$2.1 million in spot); TV-radio share of over-all billings: 65%.

This agency showed little change in broadcast billing, according to best estimates available on account activity. C&W is up about \$500,000 in broadcast for the year. According to the agency, its most active network and spot-TV advertisers are American Home Products, AT&T Yellow Pages, Anderson Clayton Foods, Andrew Jergens, Ralston-Purina and Sterling Drug.

Also in the shop are network-TV users MEM and Western Electric; spot-TV users P&G's Folger Coffee, Geigy Chemical and Joseph Schlitz. Geigy, among others, is in radio.

Dancer-Fitzgerald-Sample

Combined TV-radio billings \$130 million; \$125 million in television (\$55 million in network, \$70 million in spot); \$5 million in radio (\$500,000 in net-

work, \$4.5 million in spot); TV-radio share of over-all billings: 80%.

As D-F-S this year added more accounts, its broadcast billing increased \$5 million over 1969's figure. Share of agency's total billing, however, dropped three percentage points.

A heavy package-goods agency, D-F-S picked up Hanes Hosiery, United Fruit, Beech-Nut and S. E. Massengill. It lost Washington State Apple Commission. Its bigger broadcast clients include General Mills, Corn Products, Procter & Gamble, R. J. Reynolds Tobacco, Sterling Drug, American Cyanamid, Peter Paul and Frigidaire.

Daniel & Charles

Combined TV-radio billings \$12.8 million; \$11.2 million in television (\$4.5 million in network, \$6.7 million in spot); \$1.6 million in radio (all in spot); TV-radio share of over-all billings: 40%.

Daniel & Charles was not included in the top-50 listing last year. New business includes Ban, Bristol-Myers (Moisturelle), Abbott Tresses, Nutrament, and Gorton's fish cakes. Agency lost the Arpege account.

Among D&C's broadcast-active clients are GAF and Block Drug, in network and spot-TV and spot-radio; Bristol-Myers, in network and spot-TV; Supp-Hose, in spot-TV; and Kayser-Roth and Lanvin (Jean Nate) in spot-TV and radio.

D'Arcy Advertising

Combined TV-radio billings \$49.3 million; \$36.6 million in television (\$15.7 million in network, \$20.9 million in spot); \$12.7 million in radio (\$1.1 million in network, \$11.6 million in spot); TV-radio share of over-all billings: 48%.

D'Arcy reported an increase in broadcast billings of almost \$5 million, attributed in large part to a gain in its TV-radio share of 5% over the 43% in 1969. D'Arcy continues to be a heavy spot-TV and radio advertiser with its combined investment totaling more than \$32 million.

The St. Louis-based agency's substantial TV-radio users are such veteran clients as Anheuser-Busch, American Oil, General Tire and Rubber Co. and Gerber Products Co. Other TV-radio advertisers during the year were Luft-hansa German Airlines, Ozark Air Lines Inc. and Southwestern Bell Telephone Co.

DKG Inc.

Combined TV-radio billings \$17.5 million; \$14.9 million in TV (\$5.3 million in network, \$9.6 million in spot); \$2.6 million in radio (\$480,000 in network, \$2.12 million in spot); TV-radio share of over-all billings: 58.1%.

DKG, a newcomer to the top-50 listing, reported heavy spending in spot TV and spot radio, recording 64.5% of its TV and 81.7% of its radio business in spot. Agency gained the broadcast accounts of Getty Oil Co., Remington (new products) and Omega Watches and the loss of Pfizer Corp.

The agency's other active broadcast clients include Sauter Laboratories (division of Hoffman-LaRoche), West End Brewing Co. (Utica Club beer), Westinghouse Broadcasting Co., Talon, American Enka, Coty, Donahue Sales Corp., Indian Head Hosiery, Johnson & Johnson and Remington Shaver Division (Sperry-Rand).

W. B. Doner & Co.

Combined TV-radio billings \$12.19 million; \$6.9 million in TV (\$900,000 in network, \$6 million in spot); \$5.29 million in radio (all in spot); TV-radio share of over-all billings: 53%.

Doner this year began to rebuild its business in broadcasting, inching upward in share of total spending by a couple of percentage points. Broadcast clients include National Brewing Co., Commercial Credit Co., Hygrade Food Products, Faygo Beverages, Tootsie Roll Products, Evening News Association and Allied Supermarkets.

10-year track record of 1970's top 10 agencies

Radio-TV billings in millions. Figures in parentheses () indicate rank.

Agency	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
JWT	\$280.6 (1)	\$284.9 (1)	\$248.6 (1)	\$230 (1)	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)
Burnett	202 (2)	202 (3)	182.8 (3)	*172.7 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)
Bates	196.1 (3)	162.3 (5)	154.5 (5)	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)
Y&R	188.6 (4)	211.5 (2)	195.2 (2)	186 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (1)	115 (2)	95.7 (4)
BBDO	173.9 (5)	182.8 (4)	167 (4)	146.5 (5)	179 (2)	132.2 (4)	123.3 (3)	104.5 (4)	100 (4)	100.8 (-3)
DDB	138.8 (6)	112.9 (12)	108.3 (9)	102.8 (11)	97 (10)	59 (15)	32 (25)	21.4 (27)	16.3 (29)	11.3 (38)
D-F-S	130 (7)	125 (7)	125 (6)	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)
B&B	127 (8)	125 (7)	104.25 (11)	109 (10)	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)
Esty	124 (9)	132 (6)	108 (10)	97 (12)	96 (12)	92 (10)	83.6 (10)	76 (10)	72 (8)	60 (10)
M-E	118 (10)	125 (7)	120 (7)	118.14 (8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	**91.9 (5)

* 1967 Total Revised

** Includes Billing of McCann-Marchalk before 1962.

Broadcasting awaits GM settlement

Strike is drawing to a close, but new billings may not appear until January

Detroit advertising agencies stood ready last week to buy broadcast campaigns telling the world that General Motors cars were once again rolling off the production lines and could be bought at your friendly neighborhood auto dealer.

But the "go" buttons won't be pushed until the GM strike settlement agreement has been ratified by all the local unions and factory production is renewed. The agencies indicated also they will not start buying until the various factory officials give them their respective budgets.

Whether any of this new business blitz for TV and radio can be pulled off before the weeks around Christmas—a taboo time for advertising cars—was still anybody's guess as of Thursday (Nov. 19). The realists along agency row in Detroit were betting that station representatives there will not be reporting buys for anything significant until after the first of the year.

Campbell-Ewald Co. handles the hefty Chevrolet account, and MacManus, John & Adams handles Pontiac and Cadillac plus the GM corporate "mark of excellence" umbrella account. D. P. Brother, a division of Leo Burnett Co., represents Oldsmobile and McCann-Erickson has Buick.

A bright sign: Campbell-Ewald has called back to work Monday all of the staff people put on temporary suspension Sept. 15 when the strike started, while MacManus has decided to halt its week-on, week-off furlough plan Dec. 1.

Thomas B. Adams, Campbell-Ewald's board chairman, explained last week the

new Chevrolet commercials and copy themes are already prepared and ready to be sent out as soon as buying begins. The other GM agencies are similarly prepared.

Walter S. McLean, executive vice president, Campbell-Ewald, cautioned that merely because those suspended are returning does not mean advertising will immediately resume. "We are hoping for the early part of December," he said, "but that is anybody's guess frankly."

Mr. McLean noted Chevrolet has had considerable exposure continuing on network TV throughout the strike with its part sponsorships of *Bonanza* on NBC-TV and NCAA football. He added radio exposure has continued too with the Chevrolet sponsorships of major local news shows in key markets.

Jeremiah M. Moynihan, Campbell-Ewald senior vice president and media director, qualified the prospects of any big burst of Chevrolet spot schedules in December even if possible then. "It is going to be a matter of where we ease back in," he explained. "We will be back in with spot, but it won't be at announcement levels or anything like that. They just are not going to have that many cars right away."

If a December re-entry is feasible, Mr. Moynihan continued, it more likely will be only for a week or two, "just getting across we are back in business." For openers it might just be radio only, he speculated, but usually Chevrolet would use both spot radio and TV in top markets. Any big thrust will come in early 1971, he indicated. Print also

would be used.

Executives at D. P. Brother reported the economy moves made during the year enabled the agency to keep all of its staff on the job during the strike. Brother is also ready with campaigns for Oldsmobile as soon as the factory sets its budgets.

"The original plan was to have a couple of weeks of radio-TV spot schedules in early December," one Brother media official explained, "but every day that goes by waiting for the ratifications means we are getting crowded in there and we may not make it. We may have to hold off and concentrate on January."

The possibility that any December campaign may be confined to a single corporate umbrella flight could not be confirmed at MacManus. Representatives there said they too are waiting for instructions and budgets from the respective GM officials, for corporate or for either Pontiac or Cadillac. GM corporate, via MacManus, continued some reminder-type radio schedules all through the strike.

All of the agency spokesmen recognized that starting in January there may well be some very good buys in broadcast to fill the holes left by the cigarette exodus.

Meanwhile the GM strike did not affect Buick's small import model, the Opel, and McCann-Erickson last week kicked off a heavy TV and magazine campaign to introduce the new 1971 Opel line. The TV break came November 19 on CBS-TV's *Thursday Night Movie* and followed on the network's *Friday Night Movie*. This week and until the end of the year the Opel TV commercials will be aired on various other ABC-TV and CBS-TV movie, sports and news shows. Spot TV will be used in key markets.

Doyle Dane Bernbach

Combined TV-radio billings \$138.8 million; \$126.7 million in TV (\$77 million in network, \$49.7 million in spot); \$12.1 million in radio (\$300,000 in network, \$11.8 million in spot); TV-radio share of over-all billings: 62.7%.

Despite a soft economy in 1970, Doyle Dane Bernbach, a publicly held company, is up in its broadcast share of billings and in dollar volume for both TV and radio. The share increased 11.7%; the dollar volume a hefty \$25.9 million, most of this coming from network television.

DDB this year has been the Alka-Seltzer billings (\$18 million to \$19 million in broadcast and for which DDB had only started billing on Nov. 1, 1969). Alka-Seltzer (Miles Laboratories' consumer products division) plus

several other Miles' products are heaviest in network and spot television. Other network-spot TV heavies at DDB: American Airlines, Volkswagen, Bristol-Myers, Polaroid (Leonard Bernstein Young Peoples' Concert on CBS-TV), Uniroyal, Whirlpool, Burlington (*Dean Martin* and *Andy Williams* on NBC-TV), Lever, Monsanto (specials), GT&E (*CBS Playhouse*), Mobil, Sara Lee. Heinz is also active in network, though not in spot TV. Radio clients are American Airlines in spot; Burlington in network-spot; GT&E in spot; Mobil in network and spot, and Sara Lee in network radio.

Erwin Wasey

Combined TV-radio billings \$39 million; \$37 million in television (\$1.5 million in network, \$35.5 million in

spot); \$2 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Wasey, an Interpublic agency, dipped \$3 million in broadcast and its share of over-all billings is down considerably this year some 13% the agency bills chiefly in spot.

Spending in broadcast at Wasey is provided mostly by Carnation Co. and Gallo, and the agency also has several West Coast-based clients wedded to radio-TV. Bulk of the billings, however, comes from Carnation Milk, a heavy radio and TV spot user.

William Esty Co.

Combined TV-radio billings \$124 million; \$110 million in television (\$77 million in network, \$33 million in spot); \$14 million in radio (\$2 million in net-

work, \$12 million in spot); TV-radio share of over-all billings: 73%.

William Esty was off \$8 million from its 1969 broadcast billings total, and its broadcast share dipped 5%. Television dropped \$9 million (down \$5 million in network and \$4 million in spot). Radio held its own with spot radio up \$2 million and network off \$1 million for a net radio gain of \$1 million.

Esty, which handles substantial broadcast billings for R. J. Reynolds cigarette brands (network and spot in both TV and radio), picked up several accounts for future billing. Among them were Chesebrough-Pond's, National Biscuit (frozen food), Union Carbide business and a nonbroadcast account, Seagram's 100 Pipers Scotch. Resigned was Roman Products. All of the new accounts are in network and spot TV as are Reynolds' foods, Benrus, Colgate-Palmolive, Hunt-Wesson Foods, Noxell, Sun Oil, American Home Products. Also in spot TV: Swift & Co. Radio billers, other than Reynolds, include Colgate, Union Carbide and American Home in both network and spot; Genesse, Noxell, Sun Oil and Swift in spot.

Foot Cone & Belding

Combined TV-radio billings \$105.5 million; \$98.3 million in television (\$72.9 million in network, \$25.4 million in spot); \$7.2 million in radio (\$2.1 million in network, \$5.1 million in spot); TV-radio's share of over-all billings: 57.5%.

FC&B's 1970 broadcast billings were off—just slightly in broadcast share but substantial in dollars: \$10.7 million. TV billings were sliced \$7.7 million and radio accounted for the other \$3 million. Network was the big loser in TV,

D'Arcy, MJ&A about to tie knot Way for merger cleared with settlement of Daniel Lewis suit

A proposed merger of D'Arcy Advertising, St. Louis, and MacManus, John & Adams, Bloomfield Hills, Mich., which appears more imminent now than a few weeks ago, would create an agency with an estimated \$85.3 million in broadcast billings.

The total is based on compilations completed last week for BROADCASTING's annual radio-TV billings survey.

The agencies have resumed talks and, according to principals last week, the proposed merger between the two may take place by the end of this year. Merger talks were halted after a suit was brought against D'Arcy by Daniel

while spot actually showed a slight gain.

FC&B lost two major accounts this year—Falstaff Beer, which billed \$10 million—primarily in broadcast and Sea and Ski suntan lotion (heavy broadcast campaign this summer). Agency also lost several products under the Monsanto name and Avco Financial Services, a regional advertiser. Several account gains were made in West Coast offices, but none with substantial enough revenues to offset the year's losses.

Some of the agency's heavy broadcast clients include Hallmark Cards, Kraft Foods, Frito-Lay, Bristol-Myers, Armour, Goodrich, S. C. Johnson, Kimberly-Clark, Sunbeam, Dole Co., and Master Charge. In addition, Equitable Life Assurance Co. returned to TV after an absence of nine years.

Clinton E. Frank Inc.

Combined TV-radio billings \$32 million; \$26 million in TV (\$5 million in network, \$21 million in spot); \$6 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Chicago-based Frank continues to make strong gains in total billings as well as broadcast accounts, recently winning the Braniff International business. Other accounts active in broadcast include Motorola, Toni, Toyota, Continental Oil, Dean Foods, Kohler, Kraft Foods, Reynolds Metals, O'Brien Paint, Realemon, Scovill, Simoniz, Sun-sweet and *Wall St. Journal*.

Gardner Advertising

Combined TV-radio billings \$26.7 million; \$23 million in television (\$12.6 million in network, \$10.4 million in

H. Lewis, former executive of that agency.

A MacManus official said last Wednesday (Nov. 18) that lawyers for the two firms had reached 'second base' in the merger discussions, and that only two more had to be touched before scoring. Merger would involve full operations of both agencies.

MacManus has total broadcast billings of an estimated \$36 million for 1970, and D'Arcy \$49.3 million.

Mr. Lewis was suing D'Arcy for more than \$15 million, and was seeking a preliminary injunction to prevent the proposed D'Arcy-MacManus merger. In an out-of-court settlement on Nov. 13, D'Arcy bought back Mr. Lewis's 27,000 shares for between \$1.2 million and \$1.3 million. Mr. Lewis, besides being D'Arcy's major stockholder, was chairman of the executive committee, vice chairman of the board and creative director. He was voted out by the board Oct. 11.

spot; \$3.7 million in radio (\$1 million in network, \$2.7 million in spot); TV-radio share of over-all billings: 54.8%.

Gardner indicates that there has been a growth in over-all billings but a drop in its broadcast share from 65% in 1969 to 54.8% this year. Accordingly, Gardner's broadcast billings are off \$700,000.

Distribution of the television billings changed in 1970. The agency has more in network TV this year but considerably less in spot TV, and radio is off \$500,000. The St. Louis-based agency reported several account shifts. Added this year were two specialty Ralston-Purina canned cat foods (Lord & Lady and Captain Kitt), Busch Gardens (Anheuser Busch family entertainment centers), Schrafft's frozen entrees and vegetables (division of Pet Inc.), Sun Oil Co. (Sunoco in the St. Louis area) and Blue Shield. Resigned were Bissell and the Musselman division of Pet Inc.

Anheuser Busch (Busch beer) is network TV-radio sponsor on a regional basis of St. Louis Cardinals baseball. It also buys Cardinals football on radio only (network and spot) and Los Angeles Angels baseball on a regional radio network. Ralston-Purina's Purina Dog Chow has a syndicated-TV program *The Original Nashville Sound* in spot. Other Ralston-Purina pet foods are advertised on network participations and in spot TV. Also in network participations are Rexall Drug, John Deere Co. lawn and garden tractors, Roi Tan and Whitman candy. Spot-TV list includes Vanity Fair, Rexall, A&P, Kieckhafer outboard motors and snowmobiles (also in network and spot radio), ITT-Aetna, Sun Oil (DX brand), Southwestern Bell, Alitalia, American Tobacco's Roi Tan and Whitman candy (also in network radio). Spot radio users also include Southwestern Bell, DX, ITT Aetna, Pet Inc., A&P, Vanity Fair.

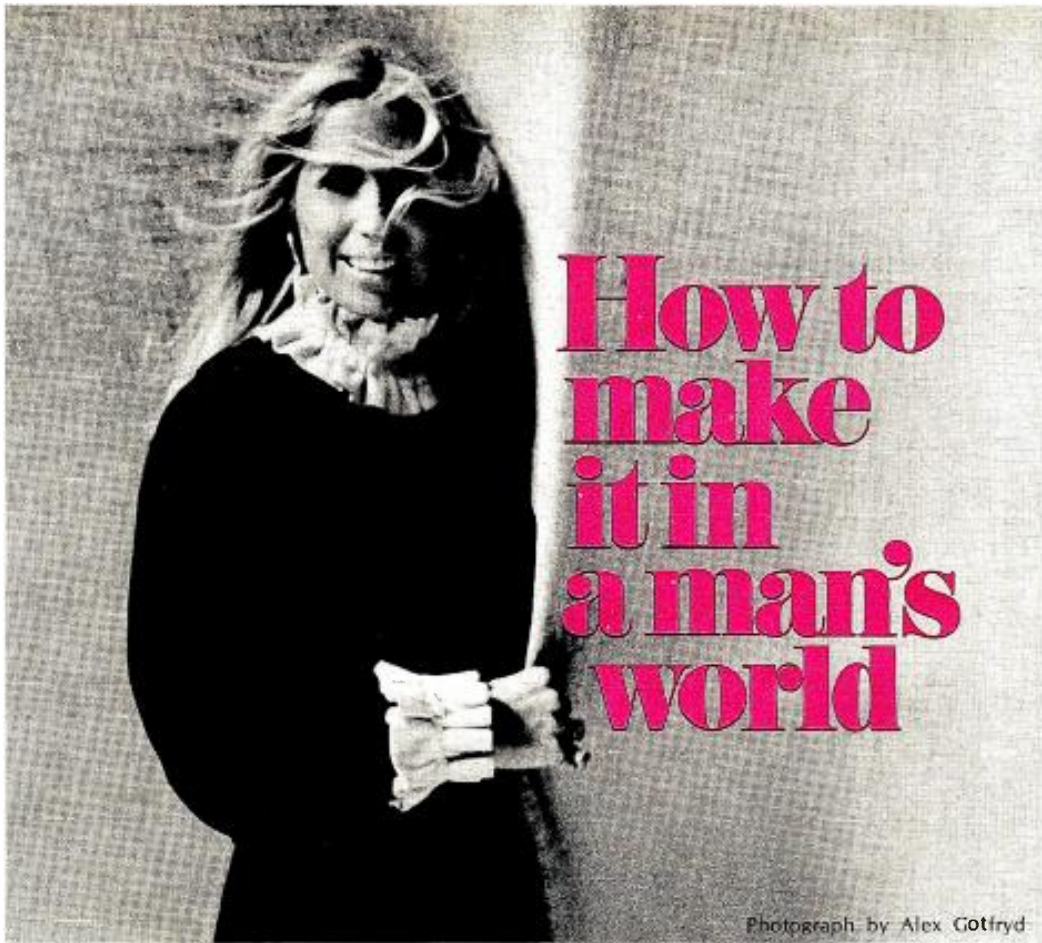
Grey Advertising

Combined TV-radio billings \$102 million; \$89 million in television (\$48 million in network, \$41 million in spot); \$13 million in radio (\$2 million in network, \$11 million in spot); TV-radio share of over-all billings: 60%.

Grey dropped 4% in its broadcast share this year. A \$12-million decrease in television billings is reported. Radio business gained \$1 million, all in network.

During the year Grey lost heavy TV spenders H. J. Heinz, Ideal Toy Corp. and Royal Typewriter. Agency gained broadcast accounts of Aurora Products Corp. (toys), Carbonated Beverage Containers Association, Revlon (Pub for men), and ITT Continental Baking (Morton Frozen Foods, Pearson Candy Co.).

Grey's broadcast-active accounts in-



We know how to make it in her world, too!

Letty Cottin Pogrebin's book, "How to make it in a man's world," recently published by Doubleday, gives a vivid picture of today's woman. She's an executive in an office, or in her home. She runs her house, her husband and the PTA with equal efficiency. She's intelligent, educated and current. She watches our hottest TV programs—is vocal (pro or con) about our local editorials—tunes in our radio stations as she runs from place to place—writes letters to our commentators—competes in our contests.

Of course, we don't mind including her husband and family in our audience, too.

If your aim is the affluent, buying, moving Southwestern woman—your buy is Doubleday.

Remember—Doubleday has been coming up with bestsellers for 74 years!



Doubleday Broadcasting Company, Inc.

For facts and figures, write any of our stations, or their representatives: KOSA-TV, Odessa-Midland and KROD-TV, El Paso — represented by H-R TV; KDTV, Dallas — represented by Avco TV Sales; KROD Radio, El Paso, KDEF AM & FM, Albuquerque — represented by Petry; KHOW AM & FM, Denver; KITE AM & KEXL FM, San Antonio — represented by Radio Advertising Representatives.

clude Procter & Gamble, General Foods, Block Drug (Polident), Ford and Lorillard (Old Gold, Spring, Eric and Omega).

Henderson Advertising

Combined TV-radio billings \$14 million; \$13 million in TV (\$9 million in network, \$4 million in spot); \$1 million in radio (all in spot); TV-radio share of overall billings: 70%.

The Greenville, S.C.-based agency, with a branch office in Atlanta, moved into the top-50 circle of broadcast agencies with its \$14-million investment. The agency's largest spender in broadcast is Texeze Chemicals Inc., manufacturer of waxing and cleaning products.

Among Henderson's other clients involved in TV-radio during the year were Pet Inc. (dairy products), Purity Bakery Inc., Jim Dandy Co. (dog food), Kaiser Agricultural Chemicals, Citizens & Southern National Bank and Sterling beer.

Honig-Cooper & Harrington

Combined TV-radio billings \$19 million; \$15 million in TV (\$7 million in network, \$8 million in spot); \$4 million in radio (all in spot); TV-radio share of over-all billings: 61%.

Honig-Cooper & Harrington's total domestic broadcast billings slipped five percentage points from 1969's level, but dollar volume was up \$600,000. Since spot TV and radio showed decreases, it was evident that the agency sustained its broadcast dollar share principally by increased network TV (up \$1.7 million in the year). Since the end of 1968, the agency has increased network-TV a total \$6 million.

During the year, account adjustments included the gain of Bank of California in San Francisco and of Boise Cascade Residential Communities Corp. in Los Angeles, and the loss of State Savings & Loan. Television spot users were Clorox and United Vintners (both also in network), C and H Sugar, Levi Strauss (also network), Nalley's, Bell Brand, Chrysler-Plymouth, Farmers Insurance, Kal Kan (also network), Lincoln Savings, Vons Grocery, Tanya and Thrifty Drug. All are in spot radio, with the exception of Clorox and Nalley's. Bank of California is a spot radio user.

Kenyon & Eckhardt

Combined TV-radio billings \$46 million; \$37 million in TV (\$22 million in network, \$15 million in spot); \$9 million in radio (\$3 million in network, \$6 million in spot); TV-radio share of over-all billings: 49%.

K & E's broadcast share was up slightly this year and its radio-TV billing showed a \$2-million increase. A

The high cost of Flip

Price to advertisers of \$65,000 a commercial minute in NBC-TV's highly rated *Flip Wilson Show* (Thursday, 7:30-8:30 p.m.) went into effect at NBC-TV last week. This was the fourth price increase since the show was scheduled for this season. Original offering price last winter was \$46,000 for a minute in the show. The minute price in *Wilson* was increased to \$50,000 early in the fall and the show was sold out in the fourth quarter 1970. On Sept. 18—just after the first show went on the air—NBC hiked the price to \$55,000 for availabilities in 1971 (CLOSED CIRCUIT, Sept. 28), and a month later (Oct. 19) the tag went up to \$60,000. NBC said the \$65,000 price placed the show on a par with *Laugh-In*—the two now are the highest-priced series on that network.

slight decrease in network TV was more than offset by gains in spot TV and network radio.

During the year, K & E resigned the Magnavox account, a spot-TV user, and billed TV-network participations of Beecham, William Underwood, Lincoln-Mercury and Pabst; spot-TV of those advertisers plus Fedders, Helena Rubenstein, Warners, Morrell and New England Merchants Bank. Shell has *Wonderful World of Golf* on network TV. Quaker State is in network radio, and Air France, Beecham, Fedders, Rubenstein, Quaker State, Lincoln-Mercury, Pabst and Morrell are spot-radio users.

Knox Reeves Advertising

Combined TV-radio billings \$10 million; \$9 million in TV (\$3 million in network, \$6 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 71%.

The soft economy's impact has affected the agency business in Minneapolis too, as Knox Reeves billing slipped just a bit. Broadcast accounts include a number of food product lines for General Mills, plus others such as art instruction schools, Farmers and Merchants Savings Bank, Grain Belt Beer, Minneapolis Gas, National Car Rental and Palmer Writers School.

LaRoche, McCaffrey & McCall

Combined TV-radio billings \$27 million; \$26.4 million in television (\$21.7 million in network, \$4.7 million in spot); \$600,000 in radio (\$100,000 in network, \$500,000 in spot); TV-radio share of over-all billings: 50%.

LaRoche was up for the third straight year—this year the increase is \$4 million in broadcast with TV leading the way. Also up: broadcast share from

46% to 50%.

Network show sponsors include American Cyanamid (*Laugh-In*), Borg-Warner (*First Tuesday*), Hartford Insurance (*Jacques Cousteau*) and Standard Oil (news shows on CBS and NBC and *Meet the Press*). These advertisers also have network participations as does North American Philips. Pfizer has both participations and show sponsorship in network TV. All (except Standard Oil and Borg-Warner) are in spot TV. Other spot-TV users are British West Indian Airways, Chemical Bank, J. C. Penny and J. P. Stevens & Co. Among spot-radio users: ABC, Cyanamid, British West Indian Airways, Merck & Co., Penny and Pfizer.

Lennen & Newell

Combined TV-radio billings \$65 million; \$52 million in television (\$34 million in network, \$18 million in spot); \$13 million in radio (\$5.2 million in network, \$7.8 million in spot); TV-radio share of overall billings 48.3%.

Lennen & Newell's estimated broadcast billing increased slightly over last year. Early in 1970 L&N merged with Geyer-Oswald, swelling its total billings, but this addition was offset by the loss of the Ballantine and Consolidated Cigar accounts, both substantial TV-radio investors.

Lennen & Newell's major broadcast clients during the year were Corn Products Co., P. Lorillard & Co., Florida Citrus Commission, Reynolds Metals, Squibb (Beech-Nut Division) and Stokely-Van Camp.

Lois Holland Callaway

Combined TV-radio billings \$19 million; \$18 million in television (\$2 million in network, \$16 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 75%.

Though the agency maintained its broadcast share of business billed, Lois Holland Callaway was off \$3 million in its TV-radio total from last year.

Several TV accounts, the \$3-million Magnavox, \$2-million REA Express, \$500,000 Noxell (new products; also \$100,000 in radio) and \$100,000 worth of new Schick products, were picked up in 1970, while the agency resigned the radio-TV billing Braniff account. Spot-TV billing came from Noxell (also in spot radio), Merck (also network participations). Braniff, Schick, Redbook, Standard Milling, J. P. Stevens, Edwards & Hanly, Restaurant Associates, REA (also in network TV—participations and program sponsorships) and Magnavox, also TV-network participations.

MacManus, John & Adams

Combined TV-radio billings \$36 mil-



Reflecting the comments and questions of an informed community

"Conversation Piece" is a program that typifies the basic philosophy of WHIO Radio. Getting involved with the community. Getting the community to participate in return. And on the popular "Conversation Piece" talk show, audiences of the Dayton area are encouraged to do exactly that.

WHIO opens up its phone lines to air the opinions of listeners and allow them to join in interesting discussions with visiting celebrities. Appearing on the "Conversation Piece" broadcasts are famous names from the local, state and national scene who discourse on a topic of the day, often current events. The personalities heard on mike represent a cross-section of professions. The diversified inter-

changes vary from callers asking a lawyer about legal problems to a medical man being questioned about old age diseases or sex education. Perhaps a political figure such as Congressman Charlie Whalen might trigger off an informative and controversial give-and-take session concerning a particular issue in the news. "Conversation Piece" is a showcase for community expression . . . and involvement.

A reflection of Dayton **WHIO Radio**

 A Communications Service of
Cox Broadcasting Corporation

lion; \$24.5 million in TV (\$15.6 million in network, \$8.9 million in spot); \$11.5 million in radio (\$800,000 in network, \$10.7 million in spot); TV-radio share of over-all billings: 31%.

MacManus, John & Adams, like other Detroit-area headquartered agencies with a piece of the General Motors action, has been hobbled by the strike. Its chief GM car accounts are Pontiac and Cadillac. Other accounts involved in broadcasting include Celanese Corp., Colgate-Palmolive, Dow Chemical, General Mills, ITT, Loma Linda Foods, Meister Brau Beer, Serta Associates, Sterling Drug, Wolverine Ski Products and Wurlitzer.

Richard K. Manoff

Combined TV-radio billings \$15 million; \$14 million in television (\$3 million in network, \$11 million in spot); \$1 million in radio (\$250,000 in network, \$750,000 in spot); TV-radio share of over-all billings: 75%.

Level of billing at Manoff is nearly identical with the year before, with a major change occurring in TV network and spot. Last year's TV billing showed a \$7-million network and \$7-million spot split, but this year's indicated a move of \$4 million from network to spot.

Among Manoff's leading broadcast accounts, those in spot TV are Associated Products, Bakers Franchise Corp., Bumble Bee Seafoods, Breakstones Division of Kraftco, Borden's Foods, Howard Johnson, Old London Foods and Flexnit. Champale, Smith-Corona Marchant, Welch Foods are in spot TV and in network participations. Bakers, Breakstones, Borden's and Welch are in spot radio and Champale also in network radio.

Inside-outside buying: another round in debate

The continuing verbal battle between the independent media buying service and the full service advertising agency went another round in Chicago Wednesday at a luncheon meeting of the Chicagoland Radio Broadcasters Association, a relatively new group of station sales executives there seeking to promote the radio medium.

Herbert Maneloveg, vice president, SFM Media Service Co., New York, and Larry Olshan, vice president and associate media director, J. Walter Thompson Co., Chicago, who took the opposite arguments for the meeting, appeared to agree there will always be room for both of them.

Mr. Maneloveg pointed out that while

Masius, Wayne-Williams, Street & Finney

Combined TV-radio billings \$16.43 million; \$16.4 million in television (\$9.7 million in network, \$6.7 million in spot); \$30,000 in radio (all in spot); TV-radio share of over-all billings: 86.9%.

There was little change in this agency's broadcast billings.

During the year, the agency added Lesney Products Corp. which uses network and spot TV. Its major broadcast accounts include Colgate-Palmolive, Mentholatum Co. and Heublein's Bristol Cream.

Marschalk

Combined TV-radio billings \$43 million; \$40 million in television (\$24 million in network, \$16 million in spot); \$3 million in radio (all in spot); TV-radio share of over-all billings: 55%.

Marschalk, an Interpublic agency, continued this year to increase its broadcast billings, though at a slowed pace in comparison with 1969 when it picked up considerably. In 1970, the agency gained \$3.5 million in radio-TV and its broadcast share was comparable.

Coca-Cola (Coca-Cola USA and Coca-Cola Foods Division), Speidel and Heublein are major contributors, each heavy in network TV, and in both radio and TV spot. Dutch Boy Paints is in network TV; Standard Oil of Ohio and Ohio Bell Telephone are in spot TV, and Coca-Cola USA, Standard Oil and Speidel, all are in spot radio.

Marsteller Inc.

Combined TV-radio billings \$15 million; \$10 million in TV (\$4 million in network, \$6 million in spot); \$5 million in radio (all in spot); TV-radio share

some media services engage only in off-rate deals, his firm and certain others of equal stature are more interested in the quality of the buy than merely price alone. He noted they provide media planning as well as buying plus additional services such as special analysis of the work performed by the client's regular agency. He noted that sometimes SFM advises the client its agency is doing as effective a job as could be obtained anywhere.

Mr. Olshan explained that the full service agency such as JWT can add the extra ingredient of total involvement and commitment to an account by its timebuyers, a quality factor usually not possible via the outside media buying shop. The experienced agency buyer can be just as sharp at negotiated buying as the outside buyer, he said.

of over-all billings: 20%.

This strong industrial-account-oriented agency is based in New York but has offices elsewhere in the U.S. and abroad, is now moving into the consumer product field and is making growing use of radio and TV, especially during the past year. Clark Equipment has been buying network-TV golf specials and Rockwell Power Tools is another user of network-TV sports specials. Other broadcast accounts include American Home Products (Aerowax, Griffin Shoe Polish and Easy-On Spray Starch), Goodman Noodles, Dannon Yogurt and Western Pennsylvania National Bank.

McCann-Erickson

Combined TV-radio billings \$118 million; \$102 million in television (\$61.2 million in network, \$40.8 million in spot); \$16 million in radio (\$1 million in network, \$15 million in spot); TV-radio share of over-all billings: 60%.

Though General Motors' strike this year had some effect on billings of GM agencies, the impact is said to have been minimal at McCann-Erickson, the largest of the Interpublic agencies. Should GM come in with additional advertising before yearend, now that the strike has ended, McCann would expect to end up 1970 with another \$2 million in broadcast. As estimated in November, the full year shows M-E down \$7 million in broadcast, but its broadcast share up.

Broadcast weight at McCann is supplied by GM's Buick (also Opel and GMC Truck), Miller Brewing, Coca-Cola, Golden Grain Macaroni (Rice-A-Roni), Sauter Labs (Romilar), Humble Oil, John Hancock Mutual Life Insurance, National Biscuit, NCR, Swift & Co., U.S. Borax and Chemical Corp. and Westinghouse Electric.

Arthur Meyerhoff Associates

Combined TV-radio billings \$20.2 million; \$15.8 million in TV (\$1.3 million in network, \$14.5 million in spot); \$4.4 million in radio (\$900,000 in network, \$3.5 million in spot); TV-radio share of over-all billings: 87%.

Chicago-based Meyerhoff continues to slowly build its broadcast billings over the years. Principal account still is Wrigley but radio-TV business also comes from Brach Candies and Miracle White Division of Beatrice Foods.

Needham, Harper & Steers

Combined TV-radio billings \$61.3 million; \$49.8 million in television (\$29.8 million in network, \$20 million in spot); \$11.5 million in radio (\$4 million in network, \$7.5 million in spot); TV-radio share of over-all billings: 50.7%.

NH&S managed to roll up a \$1.7-

It's Lively at the Top!

In the wondrous atmosphere at the top of the nation—Metro Denver, Colorado—KWGN Television has set new patterns of programming and public service.

Everything is upbeat. Ratings. Shows. Tempo. Awards. (KWGN was Top News Film Station of the Year in selections by the National Press Photographers Association.)

A great feeling. For one of the most innovative television stations in the nation.

That's why KWGN is lively. And getting livelier! **The WGN of the Rockies**



A WGN Continental Broadcasting Company Group Station



FIRST IN THE NATION

WFAA-TV's AWARD-WINNING NEWS TEAMS ARE FIRST TO ORIGINATE FOUR HOURS OF NEWS-FORMAT PROGRAMMING PER DAY*



"NEWS 8 ETC..." 7-8:30 AM
Morning news with interviews delving into local reaction to today's top stories.



"NEWS 8 AT NOON" 12-12:30 PM
Noon news and weather plus film reports and first-hand information from reporters returning from morning assignments, includes live interviews with news-maker guests.



"CHANNEL 8 NEWS" 5:30-6:30 PM
Following ABC's Frank Reynolds, an hour of local and national news, sports and weather, filmed, compiled and edited by a crew of 52 dedicated professionals, plus Chet Huntley commentary.



"CHANNEL 8 NEWS" 10-11:00 PM
A complete award-winning report of today's top news, sports, and weather, including Paul Harvey commentary. Within the past year, WFAA-TV's news teams have shot, processed and edited more than one million feet of color film.



*Survey of Top 30 Markets originating news Monday through Friday. (If you know of any station that produces as much or more news, we'd like to hear from you)

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., I

million increase in radio-TV billings over last year's total despite a substantial lesser drop in broadcast share (down from 62.5% to 50.7%). NH&S, nominally strong in radio, showed a drop of almost \$3 million in radio, mostly in spot. TV was up, in both network and spot.

Agency apparently was aided considerably by account acquisitions, Lionel Trains, McDonald's Restaurants, Craig Corp., Falstaff Brewing (Pacific region), Sucrets decongestant lozenges (Calgon Corp.) and Vancouver Fancy Sausage, among others, and the loss only of British Leyland Motors and circulation advertising for Field Enterprises.

The Needham, Harper & Steers client roster showed 19 in network-TV participations (among them, Campbell Soup, General Mills, S. C. Johnson, Kraft Foods, McDonald's, Morton, Schick, Atlantic-Richfield, Borden, Bristol-Myers, Eastman Chemical, Mallory, Falstaff, Calgon and Xerox); most of these are also in spot-TV with the addition of such advertisers as Kimberly Clark, Manhattan Shirts, American Motors, C. F. Mueller, Massey-Ferguson and the networks include Xerox and Wynn Oil. TV program sponsors on the networks include Xerox and Atlantic-Richfield. Most of the list also are in spot radio (major among these, Campbell Soup, General Mills, Kraft Foods, Morton, Bristol-Myers, Kimberly Clark, American Motors, Falstaff).

Also in spot radio are ITT and the Italian Line, while network radio and spot radio users include State Farm Insurance, Massey Ferguson, Atlantic-Richfield, Continental Baking and Wynn Oil. Also in network radio: Field Enterprises, McDonald's.

Norman, Craig & Kummel

Combined TV-radio billings \$44.4 million; \$41 million in television (\$24 million in network, \$17 million in spot); \$3.4 million in radio (\$600,000 in network, \$2.8 million in spot); TV-radio share of over-all billings: 70%.

NC&K is nearly the same in billings this year as in 1969. TV is up just a bit, radio the same. The broadcast share is comparable.

No accounts were lost during the year, and the agency gained Shulton (Manpower Deodorant), Colgate (Ajax Dishwashing Liquid) and Cook Chemical (insect spray).

Among NC&K's big broadcast spenders are Colgate, Shulton, American Tobacco (Silva Thins), Dow Chemical (Handi-Wrap), Chesebrough Ponds (Cutex, Angel Face).

North Advertising

Combined TV-radio billings \$19.6 mil-

lion; \$19.4 million in TV (\$11.8 million in network, \$7.6 million in spot); \$200,000 in radio (all in spot); TV-radio share of over-all billings: 70%.

Chicago-based North is merging with Grey Advertising of New York but for 1970 North's billings still stand alone. Broadcast accounts include Toni Co., Armour Dial Inc., Paper Mate, AMF Western Tool, Credit Systems Inc., Amana Refrigeration, Beltone Electronics, Gillette Toiletries, Chicago Musical Instrument Co., V. Larosa & Sons Pasta Products, Buick Dealers of Metropolitan Chicago and *Chicago Sun-Times*.

Ogilvy & Mather

Combined TV-radio billings \$116.4 million; \$109.6 million in television (\$46.8 million in network, \$62.8 million in spot); \$6.8 million in radio (\$300,000 in network, \$6.5 million in spot); TV-radio share of over-all billings: 65%.

Ogilvy moved up with over \$30 million more in broadcast billing. The agency added accounts and increased its broadcast share substantially. Added during the year were Avon Products, Cunard Lines and Falstaff, albeit short-term—the beer account left the shop earlier this month (BROADCASTING, Nov. 16). Resigned during the year: Bristol-Myers' Ban, Hathaway, Mars (Puppy Palace) and British Travel Association.

In its radio-TV lineup, American Express and Bristol-Myers are spot and network users, while General Foods is heavy in TV (network participations, program sponsorships, spot) and is in spot radio.

Hershey Foods is a relatively newcomer in broadcast (network participations and spot TV; network and spot radio). Other major clients: Lever, Mercedes Benz, Menley & James, retailer Sears, Roebuck, spot-user Schweppes, Shell Oil and Chemical Co., Owens Corning, Nationwide Insurance and Campbell soup.

Faberge earns TVB plaque

Richard Barrie, executive vice president of Faberge Inc., New York, received a plaque from the Television Bureau of Advertising at the wind-up luncheon at TVB's annual meeting last week for the company's "imaginative use of TV to make our country better."

During a brief speech he showed a one-minute anti-pollution spot, narrated by Harry Belafonte, that carried only a voiced tag-line for Faberge. He also said that in 1971 Faberge would sponsor four program specials dealing with ecology.

Post-Keyes-Gardner

Combined TV-radio billings \$30.68 million; \$27.04 million in TV (\$20.54 million in network, \$6.5 million in spot); \$3.64 million in radio (\$500,000 in network, \$3.14 in spot); TV-radio share of over-all billings: 59%.

Chicago-based PKG recovered somewhat this year in broadcast billings after a drop in 1969. General Finance Co., Brown & Williamson and Toni Co. are the major broadcast accounts, plus Continental Casualty and Florists Transworld Delivery.

Among new accounts are Dog 'n Suds and Mitsubishi International, which is entering consumer products markets in U.S.

SSC&B

Combined TV-radio billings \$95.2 million; \$89.2 million in television (\$63.9 million in network, \$25.3 million in spot); \$6 million in radio (\$1.4 million in network, \$4.6 million in spot); TV-radio share of over-all billings: 78.1%.

SSC&B kept a steady keel in the troubled economy, picking up Lipton Pet Foods (Tabby products), and various products of Sunshine Biscuits Inc. (division of American Brands); increasing its broadcast billings \$3.5 million, despite a drop of a few percentage points in share of over-all billings. TV was relatively stable (though noticeable increases were scored in spot). SSC&B showed a jump of nearly \$3 million in radio.

Among its heaviest accounts in broadcast are Lever, Lipton, Carter-Wallace (Arid and other products), Noxell's Noxema and Cover Girl line of cosmetics, Pall Mall, Best Foods (Rit), H-O oats, Bosco, Lehn & Fink consumer products (including Lysol's line).

Tatham-Laird & Kudner

Combined TV-radio billings \$27.1 million; \$25.5 million in television (\$19.1 million in network, \$6.4 million in spot); \$1.6 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Though 1969 was the year TL&K enjoyed a hefty \$11.1-million increase in broadcast, this is the year TL&K experienced a substantial drop—\$9.8-million worth. Declines were felt mostly in TV (off \$9.1 million and most of this in spot). TV-radio share of all billings went down nearly 10%.

Broadcast activity came from Procter & Gamble, Miles Laboratories, Kendall Co., Coca-Cola foods, Abbott Laboratories, Buitoni Foods, Goodyear Tire & Rubber and Pan American Airlines. Accounts added during the year were print-oriented, while resigned business included American Brands (Lucky



Bob Homme as

THE FRIENDLY GIANT

A stimulating and enriching childrens series . . . winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots.

First run in all markets.

Available from
FILMS INCORPORATED

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Karl von Schallern, Director
Television Department
1144 Wilmette Ave.
Wilmette, Illinois 60091
Or Call: (312) 256-4730

Strike, with \$300,000 in TV). Other losses were in print.

J. Walter Thompson Co.

Combined TV-radio billings \$280.6 million; \$254 million in television (\$177 million in network, \$77 million in spot); \$26.6 million in radio (\$2.4 million in network, \$24.2 million in spot); TV-radio share of over-all billing: 60%.

The world's largest advertising agency, J. Walter Thompson Co. continued in the top-rung position in 1970, though broadcast expenditures dipped by more than \$4 million from 1969. Television billings dropped by more than \$7 million while radio climbed more than \$3 million.

During the year JWT added accounts including L & M Cigarettes, R. J. Reynolds (My-T-Fine), Sunbeam Appliances, Holiday Inns, Eaton Yale & Towne Inc. and the National Association of Home Builders. Accounts leaving the agency were Mennen Co., Chesebrough-Ponds, Libby, McNeil & Libby and Gorton Corp.

JWT had approximately 60 accounts represented in TV-radio. Companies that were active in network and spot television include Alberto-Culver, Kraft Foods, Lever Brothers, Liggett & Myers, Miles Laboratories, Pan American World Airways, Quaker Oats, Scott Paper, Warner Lambert Pharmaceutical and Uncle Ben's. Network radio clients are Firestone, Ford Division and Ford Dealers, Gillette, Meredith Publishing, Pan Am and The Singer Co. Among spot radio users are Blue Cross and Blue Shield plans, Eastman Kodak, Quaker Oats, R. T. French and Seven-Up Co.

Warwick & Legler

Combined TV-radio billings \$13.9 million; \$12.2 million in television (\$10.1 million in network, \$2.1 million in spot); \$1.7 million in radio (\$1.1 million in network, \$600,000 in spot); TV-radio share of over-all billings: 33.7%.

Unlike 1969 when Warwick & Legler climbed about \$2.5 million in broadcast, this year's gain was an estimated \$560,000.

Major broadcast clients: Air Canada in spot, radio and TV; Economics Laboratory (Dip-It in network-TV participations and in spot TV, Electrasol in spot TV, and both products in spot radio); Lehn & Fink (Stridex, Medi-Quik, Ogilvie Hair products, Tussy deodorant)—Stridex is in TV-network participations, spot TV and spot radio, and Medi-Quik is also in network TV while Ogilvie and Tussy are in spot TV. Also, Pharmaco (Feen-a-mint) is in network-TV participations and spot TV and two other products, Artra and Sulfur-8 are in spot radio. Phoenix Co.'s and Timex sponsor network specials on TV; Timex has network participations and is in net-

work and spot radio; and Selchow & Righter is in spot TV.

Edward H. Weiss & Co.

Combined TV-radio billings \$16.8 million; \$15.4 million in TV (\$7.8 million in network, \$7.6 million in spot); \$1.4 million in radio (\$200,000 in network, \$1.2 million in spot); TV-radio share of over-all billings: 60%.

Chicago-based Edward H. Weiss bounced back strongly into the top-50 list after being out of the running since 1967. The recovery is due to both increases in total billings and a greater share being devoted to TV and radio. Broadcast-active accounts include Mobil's Hefty, Mogen David Wines, Helene Curtis, Lipton Salad Dressings, and Luzianne Coffee. Montgomery Ward, which is using some TV, is becoming quite active in radio.

Wells, Rich, Greene

Combined TV-radio billings \$69 million; \$66 million in television (\$45 million in network, \$21 million in spot); \$3 million in radio (all in spot); TV-radio share of over-all billings: 75%.

Wells, Rich, Greene continued its over-all growth in billing during 1970, though not at the accelerated pace of 1969. The agency added about \$12 million over last year and its broadcast expenditures climbed by about \$2 million even though its TV-radio share dropped by 5% from last year's figure of 80%.

WRG's major accounts are General Mills, Philip Morris, Proctor & Gamble, American Motors, Trans World Airlines, and Ralston-Purina, all of which are active in network and spot TV. During the year the agency acquired P & G's Safeguard, Midas Muffler and Ralston Purina and lost the Samsonite Co. Represented in spot radio during 1970 were TWA, Midas and Royal Crown Cola.

Young & Rubicam

Combined TV-radio billings \$188.6 million; \$168.6 million in television (\$118.3 million in network, \$50.3 million in spot); \$20 million in radio (\$2 million in network, \$18 million in spot); TV-radio share of over-all billings: 58%.

Young & Rubicam lost almost \$23 million in broadcast billings this year, attributed in part to the loss of the estimated \$12 million in L & M cigarette business in late spring and of Beech-Nut and portions of Proctor & Gamble.

During the year Y & R had a large roster of broadcast-active clients, including General Foods, P & G, Bristol-Myers, Johnson & Johnson, Chrysler and Eastern Airlines, represented in both network and spot television. Dr. Pepper, Gulf Oil and Rheingold, among others, were spot TV and radio users.

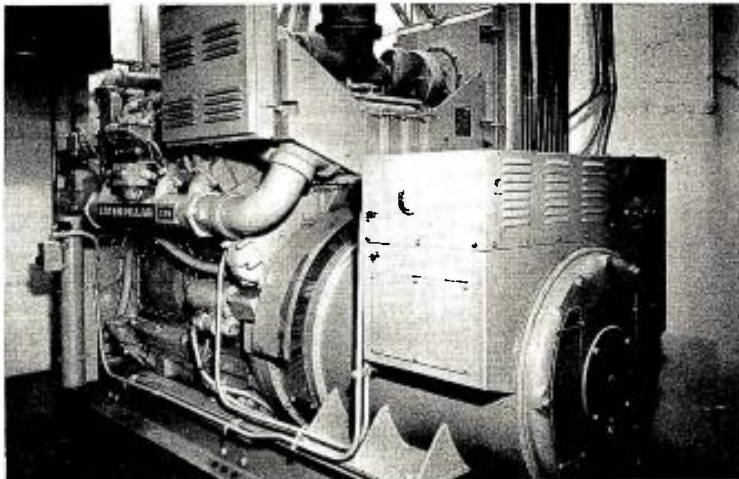
In the event of a power failure, Most People in Maryland Will Continue To Watch WMAR-TV because....



Caterpillar diesel engines will provide standby emergency power instantly.

When communications are vital, WMAR-TV/FM switches to Caterpillar. Their Studio and Transmitter Buildings use Caterpillar D379 and D337 Units as emergency generators to supply critical loads of electrical power to maintain on-the-air operations. In the event of a power shortage, the Caterpillar Diesel Engines are switched on to assume emergency loads instantly.

If your company or firm cannot afford a power blackout . . . let the man from Alban discuss a Standby Power Unit that will keep your firm 100% operational.



ALBAN
TRACTOR CO.
INC.

Baltimore:
Pulaski Highway at Beltway 21237
Phone: 686-7777

Caterpillar, Cat and  are Trademarks of Caterpillar Tractor Co

Light at the end of a short tunnel

That's how sellers and buyers see TV outlook despite soft 1970 and loss of cigarettes soon

An assortment of promising prospects was held up before some 250 television broadcasters gathered last week, near the end of an uncommonly troubled year, for the 16th annual membership meeting of the Television Bureau of Advertising.

They were told by a leading station representative that some of the special problems of 1970 are beginning to be overcome and "we believe we look forward to better days in 1971." In fact, he added, "if everyone works and acts with confidence and good business judgment, we just might well have a helluva good year."

A leading network sales chief told them that "a firming of the market-place throughout the industry" is already evident, that "every economic indication points to a healthy, vigorous television economy" and "there is no reason why 1971 can't be a record sales year for all of us."

In the retail field, which many consider the biggest source of future TV advertising growth, the meeting got a lot of heartening news. Highlights included:

- The merchandising vice president of A&P, the country's biggest food chain, disclosed the company had just launched the first spot-TV campaign in its 111-year history and said: "We know that television will work for us." He urged broadcasters to work with A&P to use television more.
- Results were presented from one of the early TV tests that reportedly helped impel Sears, Roebuck, the nation's largest retailer, on its fast-expanding course of TV advertising.
- Extensive use of television by J. L. Hudson Co., Detroit's leading department store, was detailed along with some of the results, plus a testimonial to TV by the store's advertising director.

The broadcasters were also assured by a bank economist that although economic recovery may be slower and the nation's buying patterns influenced by changing in life styles, there is nothing to suggest "a collapse" in consumption or TV advertising.

"Growth will be slower than it has been and may take some new forms—for example, the recent spate of advertising that stresses pollution control—but industry will still have products to sell and will use television to sell them," Tilford C. Gaines, vice president and economist for Manufacturers Hanover Trust Co., New York, said in the keynote address at the opening dinner Tuesday night (Nov. 17). The meeting, held in New York, continued through Thursday luncheon.

The station rep who thought broadcasters could look forward to "better days" and maybe "a helluva good year" in 1971 was Jack W. Fritz, vice president and general director of broadcasting for John Blair & Co.

"Whether spot will be up three, five or 10% [in 1971] we don't want to say," he asserted. "But in most markets the good budgets will be there for us to go after. The results for all of us will depend directly on the in fighting that goes on to get shares of those dollars."

Mr. Fritz said he had read estimates that spot-TV volume this year would range from even with last year to down 3%. Even so, he said, it was a good year under the circumstances, considering that Wall Street and many companies would be glad to trade their own situations for a mere 3% drop. But since spot TV is accustomed to 12%-13% gains each year, "1970 was a very bad year."

Among the reasons, aside from the general economy, Mr. Fritz said, were recent growth of "I can get it for you

cheaper" buying services and resultant harder negotiations by agencies; drop in audience levels shown in some rating services beginning last fall; decision of many broadcasters to start their 1970 sales at "rock-bottom prices" out of fear that business was going to be bad, and declines in important audiences in many markets when the *Merv Griffin Show* was taken out of syndication and made a late-night show on CBS-TV.

But things are beginning to look up, Mr. Fritz continued, asserting that:

"1. Already, the October [rating] books are showing a restoration of audiences to former levels with the change to a new sample-balancing methodology. But that didn't just happen—a lot of stations, reps and the TVB worked very hard to accomplish the change.

"2. During the year stations have adjusted to the afternoon *Griffin* loss and are bringing viewers back to the set. They are also doing better at night—with or without Merv.

"3. The buying services and the agencies have carried the cheap-buying concept about as far as they can go. They negotiated so many immediately preemptible rates that the slightest influx of reasonable advertiser weight causes them to wind up running only 60% or 70% of their goals. We think running and billing the schedules at regular prices will be the keynote for 1971.

"4. To replace cigarettes, we have the automotives for the first quarter and many new brands for the last three quarters. Again, TVB stations and reps have done a lot of spadework in 1970 which should pay off in new business. And new products mean television—the medium that can accomplish the quick and effective introduction of brands."

The value of TV, Mr. Fritz said, "is greater than ever."

The network speaker, John M. Otter,



Television salesmen told the Television Bureau of Advertising meeting in New York last week of signs of business firming up, and TV buyers, including some new to the medium, promised bigger buys. Here are members of the

optimistic panel (l-r): Jack W. Fritz, John Blair & Co.; John M. Otter, NBC-TV; John J. Cairns Jr., A&P; John Pellegrine, J. L. Hudson, Detroit; Richard Hogue, ABC-owned television stations.

sales vice president of NBC-TV, told the audience that "today, this minute, there is a little over \$40 million in the marketplace for the first and second quarters [of 1971]. A rule of thumb is that there is always twice the visible amount just about ready to surface, and this process generates and regenerates continuously as the weeks go by."

Mr. Otter said network and spot are both underpriced. He saw "a combination of events" that promise to get 1971 TV off to a good start. Among them, he said, were "a veritable advertising explosion" in automotives in January, the launching of "highly competitive television-advertising campaigns" by all major gasoline and oil companies, and further expansions in use of TV by the retail field, potentially "the largest source of television advertising revenue from a single industry in our history."

Mr. Otter thought all three networks would influence "this firmness of the marketplace in the first quarter." ABC, he noted, is eliminating 21 minutes of network availabilities a week through a reduction in programming (BROADCASTING, Nov. 16), and CBS is sure to boost first-quarter prices to "capitalize" on "a nighttime schedule that has proved to be more successful than Madison and Michigan Avenues initially thought."

As for NBC, Mr. Otter said it has been first in prime-time ratings the last four weeks. He said 65% of the network's schedule had been sold firm through the first quarter of 1971. In the next quarter, he foresees a recovery to the level of "our record first quarter of 1969."

Moreover, he continued, the "hullabaloo" over the imminent loss of cigarette advertising "is finally petering out, thanks to thoughtful planning and scheduling which was done independently by all three networks, each in its own way, and by the stations."

A&P's interest in—plans for—TV advertising were presented by John J. Cairns Jr., merchandising vice president. He said that although A&P may have seemed slow in turning to TV, "we have had a number of specific item promotions [in TV] with phenomenal results" and know that "it can be particularly effective" in the opening of a new store. For years television has been used "effectively" by "a few" of A&P's 32 divisions.

But, he continued, most retailers are essentially print-oriented and are also "a little afraid of a medium they don't understand"—a situation that "is changing now, and I believe that TVB is playing a major role in this change," Mr. Cairns said.

"Today," he continued, "our divisions, equipped with a library of effective commercials serviced by capable agencies, and encouraged by headquarters, are

Cream of the ad crop comes out of San Diego

A commercial for General Telephone of California on KOGO-TV San Diego, Calif., was named grand prize winner in Television Bureau of Advertising's third annual local competition last week.

William Alford, co-chairman of TVB's sales advisory committee (which sponsors the competition) and director of sales for WMT-TV Cedar Rapids, Iowa, announced the winners during TVB's 16th annual meeting last week and said 650 entries were submitted by stations. Runner-up prizes went to WTVD-TV Durham, N.C., and WFAA-TV Dallas, in the produced-and-created-by-stations category and produced-by-stations category, respectively.

First prize winners in the top-50 market groupings were WFIL-TV Philadelphia (Jetzen tires) and KPRC-TV Houston (Sweeney Co.) while awards of merit were given to WOOD-TV Grand Rapids, Mich., (Plank Road Farm) and WFBM-TV Indianapolis (Davidson's Clothing Store).

In the 51-100 markets category, first prizes were won by WMT-TV Cedar Rapids-Waterloo, Iowa, (Mount Mercy College) and KOLN-TV/KGIN-TV Lincoln-Hastings-Kearney, Neb. (Prairie Maid Meat Products). Awards of merit were given to WDBJ-TV Roanoke, Va., (Bantam Markets) and KOLN-TV/KGIN-TV (National Bank of Commerce).

Kvos-TV Bellingham, Wash., (B. C. Hydro) and KGUN-TV Tucson, Ariz. (Southern Arizona Bank), were named winners of first prizes in the 101 markets and over, while two awards of merit went to Kvos-TV (B. C. Telephone and White Spot Drive In).

more and more making TV a basic part of their media plan." A major reason, Mr. Cairns said, is "the potential special ability of television to reach and develop new customers for A&P."

The potential customer can be selective about what she reads and even about what programs she watches, he said, "but not about the commercial message she sees and hears. This is an important plus for the retailer whose business health is so dependent upon the continuing development of new customers."

TV's "strong appeal to the young homemakers under 35" is another reason for adding television to A&P's media mix, Mr. Cairns said. He continued:

"A&P is doing something about understanding and using more TV. Within the last six weeks, we brought together all of our divisional sales and advertising managers for a one-day seminar on advertising. We invited TVB to present

the case for television in the first meeting of its kind in the history of our company. Mr. Dick Noll [TVB vice president] did an excellent job. He was further supported by our three agencies.

"I can assure you of our interest. Television advertising has been the subject of discussion and planning at the highest company levels.

"The BAR [Broadcast Advertisers Reports] report for the first six months of 1970 indicated that A&P's nonnetwork TV expenditures were up 78% from last year and that we are now in 33 markets vs. 21 a year ago.

"As further tangible evidence of our interest, yesterday [Nov. 18] we kicked off a pre-Thanksgiving national-spot TV campaign in 37 television markets in support of three major A&P products. This is a first in the 111-year history of our company."

Mr. Cairns said broadcasters and TVB could help A&P by supplying information on such questions as kind of commercial a good retailer should use and how much TV pressure is needed to meet objectives; by improving flexibility to accommodate last-minute changes and developing special retail package plans built around Wednesday-through-Friday promotions to exploit weekly features.

"We are interested in the best market buy to accomplish our objectives," he said. "This does not necessarily mean the lowest possible cost. We are not interested in a few availabilities. We need a planned approach on how we can use your station most effectively."

A&P's three agencies, each handling about one-third of the 32 divisions, are Gardner Advertising, New York; Robert S. Block Agency, Milwaukee, and Vic Maitland Associates, Fort Lauderdale, Fla.

"If you want to reach the appropriate agency in your market," Mr. Cairns told the broadcasters, "contact the A&P divisional advertising manager in your area" or John P. Thomas, head of national advertising in New York.

Results of a Sears, Roebuck TV test in which television reportedly boosted sales twice as much as newspapers did were presented by Richard Hogue, director of sales development and new business, ABC-owned TV stations. He did not say where he obtained the results. Sears normally keeps such data under tight security.

In 1967, Mr. Hogue said, Sears commissioned a one-year, nine-market, "nonsense" newspapers-vs.-TV test by a major agency. The markets were divided into two groups. Both continued their normal advertising and invested 15% to 25% extra—one group in TV, one in newspapers.

After six months, Mr. Hogue reported, Sears-store sales in the TV mar-



TVB President Norman E. (Pete) Cash as he addressed last week's conference.

kets were up 8.9%, while those in the newspaper markets were up 5%. After eight months, gains in the newspaper markets flattened out, and the extra newspaper spending was discontinued. But the curve continued up in the TV markets, reaching 9.5% after eight months and 10.5% at the end of the year, representing 100% "total store-sales increases in the television markets over the newspaper markets."

He identified the TV markets as Nashville; Fresno, Calif.; Harrisburg, Pa.; Des Moines, Iowa; and Wichita, Kan. The newspaper markets were identified as West Hartford, Conn.; Tulsa, Okla.; Lansing, Mich., and Salt Lake City.

Mr. Hogue outlined the Sears results as part of a presentation on "the total marketing approach," dealing also with extensive use of TV by Hudson's department store and what it has accomplished. Last year Hudson's spent \$300,000 in TV; this year, about \$1.3 million.

The presentation centered on one of Hudson's "thematic marketing" campaigns, a series of multimedia blitzes extending over several weeks and designed, according to John Pellegrine, advertising director, to "hypo our share of mind" rather than immediate sales.

"We want top-of-mind awareness," Mr. Pellegrine said. "When young people think 'where should I buy things?', it should come back 'Hudson's,' and you can't do that in an ad in a newspaper."

After one such blitz, which ran for five weeks and used all major media, "top-of-mind awareness"—people who mentioned Hudson's first when asked about specific features—was found by

research to have risen 61%. And similar awareness for three other stores had dropped 37%, 20% and 40% respectively.

In addition, awareness of Hudson's newspaper advertising dropped 9%, while awareness of its TV advertising climbed to 68%.

In still another TVB session, the opportunity that exists for television to develop retail advertising by converting expenditures now devoted to department stores catalogues was pointed up by Tom Finnegan, president of Finnegan & Aggee Inc., Richmond, Va. He reported on the steps his agency took to persuade Thalhimer Bros. Inc., Richmond, a leading retailer with branches in Virginia and North Carolina, to drop its Christmas catalogues this year and place the money in TV.

Mr. Finnegan said that as a result, Thalhimer and 54 co-op manufacturers joined hands to invest about \$108,000 in a five-week, saturation TV campaign covering its store markets. In his initial presentation to Thalhimer, he said, he emphasized that buying by mail is not so extensive today since residents from outlying areas make pre-Christmas trips to the city: TV can do a highly effective selling job and the store can be relieved of the workload associated with producing catalogues.

Mr. Finnegan said he was able to produce 54 spots, in which vendors are represented, at a nominal cost, and his agency locked up prime positions on stations well in advance of the start of the campaign. He gave this suggestion: Start planning for Christmas 1971 in January or February.

"Only time will tell how successful in dollars and cents the campaign will be," Mr. Finnegan observed. "Plans are under way now for some post-research to determine penetration and awareness. But we guess it's going to television in even a bigger way in 1971."

Jim Frost and Tom McGoldrick, both associate directors of local sales, TVB, jointly gave a report on a study the bureau had commissioned to test the reaction of women shoppers to TV commercials. The first phase was in the New York-New Jersey area and the second was in Cincinnati.

Among the findings, the TVB executives said, were that the style of a store can be changed by changing its commercials; the store image should be one its customers like; a commercial says many different things to the same people at the same time; the commercial that sticks to business brings in business; the mood may be more important than the message; more human commercials make more human stores; too much "plug" for the item can hurt the store; the commercial message should be tested with the store's customers.

How TV can use the magic machines

As system gets complex, computers are essential, TVB delegates are told

A broadcasting station that wants to do business effectively in the nineteen-seventies "will have to be computerized," James Rupp, marketing director of Cox Broadcasting, told the annual meeting of the Television Bureau of Advertising last week.

More to the point of today's increasingly intense slow-pay problems, the computer can, among other things, help to drastically curtail accounts receivable, said Les Lindvig, vice president and general manager of KOOL-TV Phoenix.

Messrs. Rupp and Lindvig were among the speakers at TVB sessions on business systems, exploring both computers in TV-station use and systems of monitoring TV-station performance.

Mr. Rupp said changes that have already occurred in broadcast buying—such as the development of pool buying, the emergence of market specialists and higher-pressured negotiation on rates—have imposed changes on the selling side that underscore "the importance and need for effective business systems" and for the standardization that comes with them.

He said current forecasts estimate that TV's share of advertising volume should reach 19.3%, or \$6 billion, by 1977. But to reach that goal will require a lot of work, he continued, not the least of which must be centered on the task of making broadcast time easier to buy—an area where computers and standardization can make important contributions.

He said his own company, in addition to its use of computer programs for a wide variety of functions for its own stations, has launched this month the development of "a fully on-line, computer time-sharing service for television stations and eventually radio stations." Mr. Rupp said the development period will be 12 to 15 months and that when the system is operational its first regional center will handle 18 to 25 large TV stations. Cox's WSB-TV Atlanta is pilot station in the project, which is being handled by Cox Data Systems Co., a division of Cox Broadcasting.

In what amounted to a show-and-tell period, individual station experiences with computers were reviewed and explained by Robert Thomas, sales vice president of WBNS-TV Columbus, Ohio; Jack McGrew, station and com-

It's Safe Now, Honest

It's been a little dangerous to program their music. Especially for progressive rock personalities and top forty music directors.

Listeners these days certainly didn't want to hear about surfers, doing surfing music. Nor hot rodders, doing car music. But that's the way the group's old record company promoted them.

Listeners didn't want to hear about a group that shrugged off offers to play the festivals with "the real heavies." And that's just what this group did.

Suddenly, though, things have changed.

Dramatically.

This group agreed to play the Big Sur Folk Festival in early October, 1970. Before they went on you could hear the crowd murmuring about "surfing" and "low riders."

But then they began to play. And the whole scene changed.

People began clapping. Grooving with the music. Swaying to the sounds. Even jumping up into the aisles. The screams of "More! More!" forced the group back to do an entire second show.

And the critics have suddenly changed things, too.

ROCK magazine calls the group's new SUNFLOWER album, "A delicate but almost perfect balance, like whipped cream and nuts." They say It's About Time from SUNFLOWER is a "classic."

ROLLING STONE magazine calls SUNFLOWER "superb" and "without a doubt (their) best album in recent memory."

FUSION magazine's critic really helped the scene to change: "...for the soulless few who refused to admit their existence these eight years, for people like me who have waited since the promise of Smile for them to deliver the masterpiece they were capable of. It's here."

"The record is a veritable see-how-they-do-it treasurehouse, affording an action closeup of the most dynamic vocal group rock has produced."



You may as well know: THE BEACH BOYS have sold more records than any other American group in record history — 65,000,000, so far. Of SUNFLOWER, their new album on Brother/Reprise Records, Fusion says, "Don't pass this one up on any account."

It's safe to play the new Beach Boys now. Finally.

The Beach Boys' "Sunflower" / on Brother-Reprise Records / and their Ampex-Distributed Tapes.



A TVB-meeting panel on the use of computers in station management, timebuying, billing and monitoring brought together (l-r) Sterling (Red) Quinlan, International Digisonics; Norfleet Turner, Data Communications Corp.; Les

Lindvig, KOOL-TV Phoenix; Robert W. Morris, Broadcast Advertisers Reports; James Rupp, Cox Broadcasting; Robert Thomas, WBNS-TV Columbus, Ohio, and Jack McGrew, KPRC-TV Houston.

mercial manager of KPRC-TV Houston, and Mr. Lindvig. Norfleet R. Turner, president of Data Communications Corp., also described his company's TV-station computer service, currently in operation at WMC-TV Memphis.

Much of these presentations was devoted to showing and explaining the variety of reports coming out of the computer—among them station logs, availabilities lists, accounting reports, billing, sales reports and projections.

Mr. Thomas said that at WBNS-TV, which since June has been using the service of Broadcast Computer Services, there had been "some resistance among local salesmen" at first but that this has been breaking down as they become accustomed to working with the computer output. "We are sure it will help our business and that you in time will follow suit," he told the broadcasters.

Mr. McGrew said that at KPRC-TV "we are delighted—not just management but sales people and the station representative." Under questioning, he estimated the computer set-up had cost \$40,000 to \$50,000 to install and is costing \$900 to \$1,000 a week to operate. He noted, however, that KPRC-TV is owned by the *Houston Post* which also uses the computer system extensively.

Mr. Thomas estimated that WBNS-TV's computer costs were about half those given by Mr. Thomas.

Mr. Lindvig said that among other advantages of KOOL-TV's computer operation, provided through Broadcast Computer Services, is ability to get bills out one day after the end of the month and the maintenance of "aging" reports showing which accounts are overdue and for how long. These reports, he said, have enabled the station to keep total accounts receivable down to less than two months' billings.

The session on monitoring featured representatives of two companies—rivals or potential rivals—that have been airing charges against each other before the FCC, but before the TVB their appearance were nonbelligerent.

Sterling (Red) Quinlan, former broadcaster and new vice president of

International Digisonics Corp., the only company currently monitoring TV commercial performance electronically, reviewed his company's present service and outlined some proposed services for the future. The latter included, beginning early next year, market-activity reports for broadcasters only, showing them what advertisers are on the air on rival stations as well as on their own; and, further in the future, a "station encoder" that he said should provide stations a number of benefits including simpler program logging, provision of a magnetic log that will be acceptable to the FCC, simplification of license-renewal procedures, automatic availability of reports and profiles in the daily logs and, "most important," automated billings.

Mr. Quinlan said there was a credibility gap between agencies and stations regarding proof of performance of orders and that IDC's current monitoring service, Teleproof, helps to close this gap by showing the agency when

its commercials were run, or not run. But, he said, these reports "will always be supportive to stations' own records never supplantive."

Stations won't be hurt, he said, unless they are "playing games with a client's schedule," and they could benefit from speedier payments and perhaps in the long run from increased spot buying. He stressed that Teleproof was only one of the some 30 uses IDC officials think will emerge from their monitoring service and said that all users will pay "according to their needs and benefits."

Robert W. Morris, president of Broadcast Advertisers Reports, dealt primarily with the mechanical monitoring BAR does, providing various reports based on monitoring of stations in the top-75 markets one week a month, and said that agencies regard this as "an adequate audit of what gets on the air."

Electronic monitoring, Mr. Morris said, should provide a service to broadcasters—and BAR, he said, is at work on a system that should facilitate payment by agencies to stations. If it does achieve that result in tests he said were being conducted in cooperation with an agency and a station, "I think we can develop a system that will help broadcasters."

TVB offers inducement to document successes

Television Bureau of Advertising is preparing to encourage the production of filmed or taped success stories by member stations with financial underwriting, Norman E. Cash, TVB president, announced last week.

He told the annual meeting that TVB will pay \$500 toward the production of a success story produced on tape or film and less than 15 minutes in length that can be useful to other stations. He added that the bureau will pay \$1,000 toward a suitable success story that is produced through the cooperation of all TVB members in a market and meets other requirements.

Two case-history films that won the TVB of Canada competition were shown at the meeting. One dealt with an auto dealer, Totem Mercury, and the other with a men's clothing store, Murray Goldman.

Business briefly:

General Mills, Minneapolis, through Wells, Rich, Greene, New York, has launched a daytime and spot TV campaign to introduce its new snack, Rye Chips. Advertising for the new product, which will be nationally available by late November, will begin Dec. 7.

Kal Kan Pet Foods, through Honig, Cooper & Harrington, both Los Angeles, will sponsor *Animal World* an entertainment and informative half-hour series to be shown on CBS-TV, Sundays (5:30-6 p.m. EST), starting Jan. 3. The series, which explores wildlife in many parts of the world, replaces *Ted Mack and the Original Amateur Hour*, which was not renewed by its sponsor after its last broadcast in September.

Everything in Modulation



With the new CBS Laboratories Volumax 4000 automatic peak controller, the broadcaster, for the first time, has the ability to use all the modulation his transmitter can take while maintaining the highest signal quality ever attainable. The Volumax 4000 combines all the achievements of earlier Volumax models with new slimline design and silent automatic speech asymmetry control.

That's everything in modulation. . . .

Priced at \$725. That's everything in moderation.

Write or call to order (203) 327-2000.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905

TV advertising: still most potent of all

That's clear result of latest survey by TvB—
but same study finds radio trailing other media

New public-opinion research giving television and television advertising clear leads over other major media in terms of authority, believability and influence was revealed by the Television Bureau of Advertising last week.

TV's advantage was even more commanding when respondents were asked to rate the media and their advertising on such qualities as creativity, excitement and entertainment.

The findings were from a study conducted for TvB by R. H. Bruskin & Associates in June, involving interviews with 2,506 adults. They were accompanied by results of another Bruskin/TIO study, conducted last January, showing that more people not only watch TV than read or listen to other media, but also spend almost as much time with TV as with the other media combined.

The two studies formed the basis of a new TvB film presentation, "Compe-TVity," shown Thursday morning (Nov. 19) during TvB's annual meeting (story page 34).

The opinion study was different from—but broadly supplemented—one that Bruskin conducted in September for the Television Information Office on attitudes toward media as news sources. That study showed TV increasing its lead as both the dominant and the most credible news source (BROADCASTING, Nov. 2).

In the Bruskin/TvB study, 48% of the respondents named TV the most authoritative medium and an equal number rated TV advertising the most authoritative advertising. Newspapers and newspaper advertising were voted most authoritative by 28% and 25% respectively, magazines and magazine advertising by 10% and 13%, radio and radio advertising by 7% and 4%.

TV and TV advertising were voted most believable, too, but the television medium apparently is regarded as more believable than the advertising it carries. Thus 46% voted TV the most believable medium as against 37% who voted for TV advertising as the most believable advertising (and 22% voted TV advertising least believable, as compared with 12% who called TV the least believable medium).

For newspapers, it was the other way around. More voted newspaper advertising most believable (30%) than voted for newspapers as the most believable medium (26%). And more called newspapers the least believable medium

(24%) than gave the designation to newspaper advertising (14%).

A similar situation was found for magazines: 11% voted them the most believable medium (36% called them the least believable), while 15% voted their advertising most believable (24% judged it least believable). Radio and radio advertising were called most believable by 8% and 6%, respectively, and least believable by 12% and 20%.

On the question of which medium and which medium's advertising are most influential, it was almost no contest. TV and TV advertising were named by 79% and 80% respectively, newspapers and newspaper advertising by 14% and 11%, magazines and radio and their advertising by 2% in each case.

In the "least influential" category, magazines received 53% and magazine advertising 44%; radio 25% and radio advertising 31%; newspapers 10% and newspaper advertising 12%; TV and TV advertising, 2% each.

For "most exciting," television carried the field with 84% for the medium, 83% for its advertising. It increased this lead to 88% and 88% on the question of "most entertaining."

It also scored a decisive win as "most

Television cluttered? Not so, public says

A lot of advertisers, agencies and others talk about clutter on television, but TV was voted the "most uncluttered" medium and TV advertising the "most uncluttered" advertising in an R. H. Bruskin & Associates survey of attitudes for the Television Bureau of Advertising (see separate story). Radio came in second.

Asked which of four major media they considered "most uncluttered," 28% of the respondents named television, 24% said radio, 16% newspapers and 13% magazines. As for "most uncluttered" advertising, 29% said advertising on TV, 19% said that on radio, 16% newspapers and 15% magazines.

Asked which medium was "least uncluttered"—most cluttered?—22% named magazines, 21% newspapers, 18% TV and 14% radio. For "least uncluttered" advertising, 21% voted for newspaper advertising, 20% for TV, 19% for magazine and 15% for radio.

creative" medium, so voted by 58%, but TV advertising scored an even bigger one on that question with 69% of the vote. TV's lead was also unquestionable on "most colorful" (70% of the vote for the TV medium, 73% for TV advertising) and "most up-to-date" (66% and 65%).

On the question of honesty, the returns were mixed but seemed to favor the TV medium and newspaper advertising. One-third (33%) called TV the most honest medium, while one-fourth (25%) gave that designation to newspapers. At the other extreme, newspapers were rated least honest by more respondents (24%) than was television (15%).

As for the advertising, however, the tendency ran the other way. Newspaper advertising was judged most honest by a larger number (29%) than was TV advertising (25%). And for every respondent who called TV advertising most honest, there was one who called it least honest. This number (25%) represented almost twice as many as those who called newspaper advertising least honest (13%).

Magazines were rated most honest by 12%, least honest by 27%, while magazine advertising was judged most honest by 15%, least honest by 19%. Radio was scored most honest by 10%, least honest by 7%, but for radio advertising the figures were reversed: 7% called it most honest, 10% least honest.

The vote for "most community-oriented" went without question to newspapers (57%) and newspaper advertising (59%), a victory that TvB ascribed to the inherent local nature of newspapers. Magazines, essentially national, were at the bottom with no more than 2% of the vote. Television edged past radio for second place with 18% to radio's 17%, while TV advertising nosed out radio advertising 16% to 14%.

However, more considered TV and TV advertising least community-oriented (16% and 19%) than they did radio (8% and 11%) or newspapers (4% and 4%). The "winner" in this phase of the voting was clearly magazines (63% and 56%).

In the time-spent study, Bruskin found that 81% of the adults watch television daily and 68% listen to radio, as against 77% who read newspapers and 34% who read magazines. In addition, the study found that the average viewer spends 139 minutes a day with TV, the average listener 93 minutes with

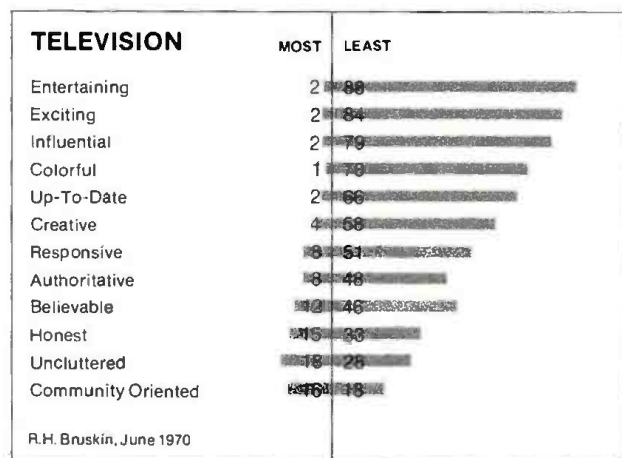
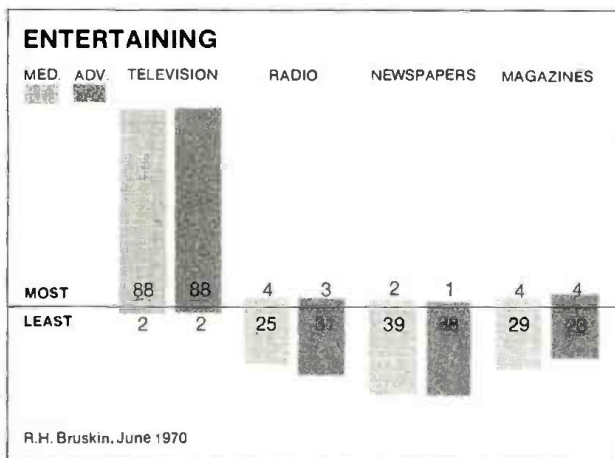
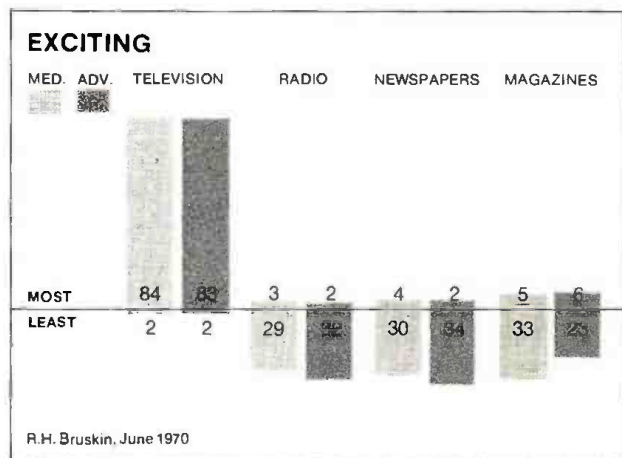
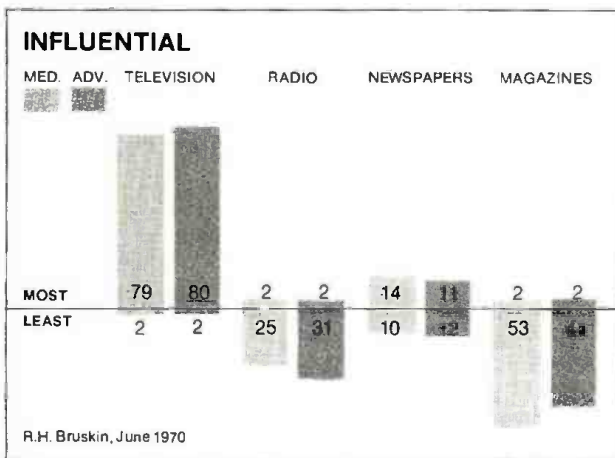
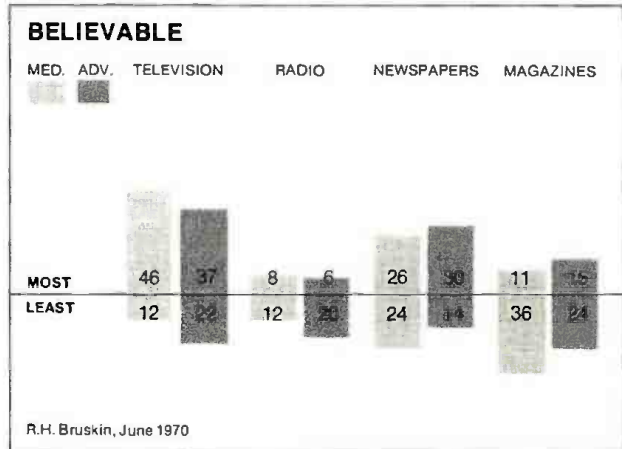
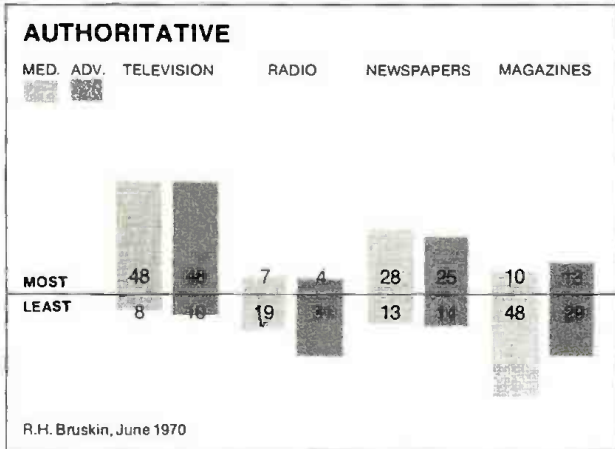
radio, the average reader 36 minutes with newspapers and 21 minutes with magazines.

The research also showed TV with more exclusive users than any of the

other media. For instance, 64% of the respondents are reached daily by both TV and newspapers, but TV also reaches 17% who do not read newspapers, while newspapers reach 13%

who do not watch TV.

In the same way, 55% both watch TV and listen to radio in a given day, but TV also reaches 26% exclusively, as compared with 13% reached exclu-



How does television, as a medium, rate with the public? How does television advertising rate? To find out, and to put the scores in context with those for other major media and for the advertising those media carry, the Television Bureau of Advertising commissioned R. H. Bruskin & Associates to conduct a nationwide study. In all, the sample totaled 2,506 adults. Each was given a deck of 12 cards, each bearing one word—"authoritative," "believable," "influential," "colorful," "honest," etc. As the respondent turned the cards up,

one at a time, he was asked to say which kind of communication—magazine, newspaper, radio or TV—was, in his judgement, "most described" by the word on the card, and which was "least described" by it. When respondent and interviewer had gone through the deck, the cards were shuffled and they went through it again, this time asking which medium's advertising was "most described" and "least described" by the word. Some of the results are charted above, along with a summary of the scoring for TV.

sively by radio. Magazines and TV are both used by 29% on an average day, but TV also is watched daily by 52% who do not read magazines. That figure

represents 10 times as many individuals as those (5%) who read magazines but do not watch TV.

The study also found advantages for

TV in an examination of media-use patterns for men and women considered separately and by age, education and income groupings.

Crisis today on cutrate politicals

Hairline margin is expected in Senate showdown on overriding veto of political-broadcasting bill

The outcome of the long battle to impose restrictions on the use of TV and radio during election campaigns reaches a climax of sorts today (Nov. 23) when the Senate is scheduled to vote on whether to override President Nixon's veto of the political-broadcasting bill.

An override requires the votes of two-thirds of those present and voting in both Senate and House. If the override fails in the Senate today, the President's veto is sustained, and there would be no point in House action.

The moment of truth for the bill, which was finally passed last September following a conference between the two houses to iron out differences (BROADCASTING, Sept. 28), finds neither party making predictions as to the final outcome. There is general agreement that it will be close and that the division will be along party lines. The Democrats want the bill enacted into law; the Republican leadership has been opposed to it, although a good many Republicans voted for it on its first journey through Senate and House.

Allied with the Democrats in the campaign to override the veto are such potent political-action groups as the AFL-CIO; Common Cause, the new citizens-action committee that is headed by John Gardner, former secretary of the Department of Health, Education and Welfare and president of the Urban Coalition; the Committee for an Effective Congress, a bipartisan group, and, surprisingly, the American Association

of Political Consultants.

The AAPC, composed of the professional image makers in politics, adopted as the first resolution in its two-year history, a call for Congress to override the President's veto. The unanimous action was taken at the association's post-election meeting in New York on Saturday, Nov. 14.

President of the AAPC is F. Clifton White of New York, who managed the successful campaign of Conservative James Buckley for the New York Senate seat, and who was the organizer of the 1964 Republican presidential campaign in behalf of Senator Barry Goldwater (R-Ariz.). Its immediate past president is Joseph Napolitan of Washington, who was an adviser to Marvin Mandel of Maryland and Milton Shapp of Pennsylvania, both Democrats and both elected governors.

The AAPC resolution said that the organization agreed with the President that the attempt to reduce broadcast spending is only part of the over-all campaign problem. But, it added that "it is an important first step toward reducing costs of campaigns and assuring an electoral system which guarantees that candidates will have equal access to the airwaves."

The resolution was reportedly drafted by Russell D. Hemenway, director of the Committee for an Effective Congress. Mr. Hemenway is also credited with at least assisting in the draft of the bill for which he has energetically

lobbied.

Working feverishly to stem congressional rejection of the President's veto was the National Association of Broadcasters, as well as the Republican leadership.

The sentiment among the NAB's five-man government-relations staff late last week was: "It's a toss-up."

Paul A. Comstock, NAB vice president for government relations, said last week: "We are doing everything we can. We are seeing every senator who is not committed to override the veto. We have gotten broadcasters to see their senators to urge them to sustain the veto. Everyone in the government-relations department is working on this. We are using personal telephone calls, telegrams, letters.

"We have enlisted the Freedom of Broadcasting Committee and its political-action committee, state associations, NAB board members and selected broadcasters.

"It's a political fight all the way. As of now [Nov. 18] it's awfully close. We can't say for certain how it will turn out."

Mr. Comstock cancelled appearances at the last two NAB regional meetings, in Denver and in San Francisco, last week to remain in Washington.

In San Francisco last Thursday (Nov. 19), Vincent T. Wasilewski, president of the NAB, was asked whether he thought the veto would be overturned.



Senator Pastore



Senator Kennedy



Senator Goodell



Senator Scott

"If the vote were to be taken today," he responded, "I would say yes; but by Monday I feel sure it will be sustained."

In his formal luncheon speech to the San Francisco meeting, Mr. Wasilewski commented:

"By now I hope that all of you are aware of your duty to make your views known to your congressmen and senators about this discriminatory piece of legislation, and urge the necessity for sustaining President Nixon's wise veto.

"If our industry acts with unanimity and strength, there is every reason to believe that the veto can be sustained. That would be not only an important achievement in making Congress aware of the bitter feelings such discriminatory legislation arouses among broadcasters, but it may also be something of a milestone in restoring our own confidence in our ability to have an effective voice in Washington."

How broadcasters themselves are reacting to the override drive was exemplified best perhaps by what the Post-Newsweek Stations did last week.

An editorial, running 38:02 minutes—the longest ever—was broadcast by all six stations in the Post-Newsweek group on Nov. 17. Although declaring that the President's veto should be sustained, the editorial more pointedly termed the root of the political campaign problem "money."

Limiting the spending of campaign funds on TV or radio is "poppycock," the editorial said; it doesn't touch the money that goes into newspapers, billboards, direct mail and computer systems. The political-broadcasting bill, the Post-Newsweek editorial said, "is a mis-guided missile."

The principal solution, the editorial suggested, is for Congress to place either a ceiling or a floor on campaign spending. And Congress should also enact "the toughest possible" disclosure statute.

Other Post-Newsweek suggestions for congressional action were to: (1) bar members of Congress from using official staffs and privileges to help in re-election campaigns; (2) provide each candidate for a House or Senate seat with one free mailing to all citizens of his congressional district or the state respectively and (3) repeal the equal-time law.

Post-Newsweek also suggested these voluntary restraints by all media:

- Offer substantial discounts for political advertising.

- Offer free time or space for candidates, at least in the major races.

- Support and give "wide continuing coverage" to the Fair Campaign Practices Committee.

- Create more situations where candidates confront each other—on the air and in the columns of newspapers.

Jockeying for votes on political-time bill

Tacticians on both sides of the Senate were counting votes late last week as the Senate was scheduled to vote today (Nov. 23) on whether or not to override the President's veto of the political broadcasting bill (see page 42).

Because the vote obviously will be along party lines—with the Democratic leadership striving mightily to corral the necessary two-thirds of those present today to override the veto, and the Republican leaders just as strongly striving to prevent that from happening—the heaviest pressures were being brought to bear on those who failed to go along with their party last September when the bill was finally adopted by the Senate on a vote of 60 to 19.

The full weight of party discipline was being felt by one Democrat and 16 Republicans. They are:

- Senator B. Everett Jordan (D-N.C.), who voted against the bill.

- Republicans who voted in favor of the bill—George Aiken (Vt.), Edward Brooke (Mass.), Clifford Case (N.J.), John Sherman Cooper (Ky.), Hiram Fong (Hawaii), Charles Goodell (N.Y.), Jacob Javits (N.Y.), Jack Miller (Iowa), Bob Packwood (Ore.), James Pearson (Kan.), Winston Prouty (Vt.), William Saxbe (Ohio), Richard Schweiker (Pa.), Margaret Chase Smith (Me.), John J. Williams (Del.), and Milton Young (N.D.).

- Eliminate last-minute "blitzes" in political advertising by refusing to accept any political advertising during the last 48 hours of the campaign.

Larry Israel, president of the Post-Newsweek stations, pointed out that the stations had instituted a 50% discount on political advertising during the 1970 campaign. This, with the free time that was offered to candidates, resulted in a \$413,000 saving to candidates, he said.

Post-Newsweek stations are WTOP-AM-FM-TV Washington, WPLG-TV Miami, WJXT-TV Jacksonville, Fla., and WCKY-AM Cincinnati.

For the Senate Democrats and other supporters of the bill the vote today will cap a drive that has been intensifying steadily since Congress returned for its post-election session last week.

Comments on the outcome have been guarded, with both Republicans and Democrats hesitating to predict success. Earlier, Republican Minority Leader Hugh Scott (R-Pa.) said that there was "about an even chance" that the Senate would sustain the President's veto. Late last week, Democratic Whip Edward Kennedy (D-Mass.) said the Democratic effort "is coming along nicely and looks promising." Senator Kennedy has

assumed a leading role in the override attempt. Communications Committee Chairman John O. Pastore (D-R.I.), Democratic floor leader on the political-broadcasting bill earlier in the session and still a leading advocate, expressed the most often heard opinion: "We won't know for sure until all the votes are counted."

Preliminary nose counts have been so close that adherents of the override were said to have been heartened by the presence of a new supporter, Senator Adlai E. Stevenson II (D-Ill.), who was sworn in last week to replace Republican Senator Ralph T. Smith. Senator Smith had not voted last September, but he presumably would have voted to sustain the President in what has become a party-line cause.

The bill originally passed the Senate last September by a 60 to 19 vote, a margin wide enough to override the veto if that vote were reproduced. That vote, however, included 16 Republicans who are now under strong party pressure to support their leader.

Democratic sources last week, who expressed confidence that virtually all their party members will vote to override, seemed well aware that Republican support is necessary to gain the magic two-thirds. There are 58 Democrats now serving in the Senate and if all members (not including the disabled Senator Karl Mundt [R-S.D.]) were present today, 66 votes would be needed to override. An aide to Senator Kennedy estimated last week that "about seven and maybe more Republicans" could be counted on to cast a vote to override.

The picture is further clouded by absenteeism. It is considered unlikely that either the Democrats or Republicans can produce every member for a vote.

Minority Leader Scott wrote his fellow Republicans last week urging that they vote to sustain the President's veto: "I believe campaign spending should be limited. But I do not believe, however, that it should be limited only to one form of advertising a candidacy as this bill does. As the President pointed out in his message, 'The problem with campaign spending is not radio and television: The problem is spending.'"

The President's veto message, returned to the Senate prior to this month's elections, said that the political-broadcasting measure would "plug only one hole in the sieve" of burgeoning campaign expenditures. A ceiling on outlays for radio and TV time during campaigns, Mr. Nixon reasoned, would signal the redirection of funds to other media and would not effectively control over-all spending. Also he argued that the bill would discriminate unfairly against the electronic media, a charge

echoed by broadcasters across the country.

Senator Marlow Cook (R-Ky.), another staunch supporter of the President's veto, last week called the political-broadcasting bill badly drawn and said, "I'm working like the devil on it. I believe it will be sustained."

The Senate Republicans who originally voted for the bill have, for the most part, been quiet about their intentions. One exception was Senator Charles Goodell (R-N.Y.) who failed to gain administration support for his campaign and was defeated by Mr. Buckley.

Mr. Goodell urged Republican senators "to resist these [administration] pressures and to vote on their convictions. I call upon them to vote to override the veto." He also said during a news conference last week that it is "widely rumored" that President Nixon vetoed the political-broadcasting bill because of a fear that one of the bill's provisions would force him into a debate in 1972. That section would repeal the equal-time provision of the Communications Act as it applies to President and Vice President. It would allow broadcasters to present major candidates for those offices without offering equal time to presidential and vice presidential hopefuls from minor parties. The section was suspended in 1960—the year of the Kennedy-Nixon debates.

On the House side, Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has charged that the President's veto amounts to a repudiation of that body's Republican leadership. In a letter to the *New York Times* last week, Mr. Macdonald pointed out that the bill received almost unanimous support of the Republican chieftains in the House including Rogers C. B. Morton (R-Md.), chairman of the Republican National Committee; House Minority Leader Gerald Ford (R-Mich.), Republican Whip Leslie Arends (R-Ill.), and William Springer (R-Ill.), ranking Republican member of the House Commerce Committee. Mr. Ford publicly indicated that he would vote to override the veto.

The vetoed bill, besides repealing the equal-time provision as it relates to President, and Vice President, would prohibit broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period. The bill also would limit candidate expenditures in broadcast advertising to an amount equal to the multiple of seven cents for each vote cast for that office in the previous general election or \$20,000, whichever is greater. Primary spending is pegged at half that formula—three and a half cents per vote or \$10,000.



Mr. Foster



Mr. McCaffrey

Opposite views on government control

Foster of Bates fears it; McCaffrey of LaRoche suggests it's deserved

Government intervention in advertising: good or bad?

Members of the Television Bureau of Advertising got varying views from two prominent advertising-agency leaders at TVB's 16th annual meeting last week in New York.

Archibald McG. Foster, chairman of Ted Bates & Co. and of the American Association of Advertising Agencies, renewed his warning that "the right to advertise"—to argue the merits of clients' products—is under serious attack by government agencies (BROADCASTING, Oct. 26, Nov. 9).

James J. McCaffrey, chairman of LaRoche, McCaffrey & McCall, said that "like it or not, government intervention in business is here to stay, and for the most part I like it—so far." He made clear, however, that he was endorsing government intervention only "as long as their efforts to protect the public are just that and no more."

Mr. Foster, who spoke at the Wednesday (Nov. 18) luncheon, maintained that demands for "full disclosure, or more accurately negative disclosure" in advertising pose a threat to advertising and therefore to the free-enterprise system because they would require that negative information and warnings be carried in advertising.

Warnings should be carried in labels, not in advertising, he said, and he stressed again—as he has in other forums—that such demands, if made mandatory, could cause the products involved to stop advertising altogether. He said broadcasters, "because you fellows have such clout," had "an unusual opportunity" to make the dangers clear to congressmen and senators.

Mr. McCaffrey, speaking at the open-

ing session of the TVB meeting, suggested that government intervention developed at least partly because "business in general and advertising specifically have been simply rotten at the job of self-regulation." He said the ban on cigarette advertising will be extended to other products "only if we let it happen," and he warned broadcasters not to look to liquor advertising to replace lost cigarette billings.

"I know of several stations who feel so strongly [about wanting liquor advertising] that they'd scuttle the National Association of Broadcasters to do it, thereby fitting another arrow to the government's bow," he said.

The "stable" elements of the liquor industry "have no wish to open that can of worms," he said, and if the rules were relaxed "the effect would be like bombing Moscow, for broadcaster and distiller alike. Immediate, loud and deadly."

Mr. McCaffrey also forecast an end to the media-commission system of agency compensation in five years or so, based on "the way things are going now," and urged media to speed the end. "We in the agency business are not your partners nor your agents. We're the partners of our clients. The financial arrangements between us and our clients are really none of your business, and you ought to play no part in them."

If the commission system had been eliminated five or 10 years ago, he ventured, the "boutique and the media-buying service might never have been born."

Is false advertising a criminal offense?

Advertising people who lie or cheat in commercials should go to jail, an advertising-agency president said last week.

Jerry Della Femina, president, Della Femina, Travisano & Partners, suggested this during a forum Nov. 18 titled "85% Truth—15% Commission," sponsored by the New York chapter, Na-

Want to dip into Pittsburgh's young Spenders?

Take TAE and see

WTAE-TV 4 delivers
more total viewers
under 50* in the 10th
major TV market.
Ask your Katz
man for a
spot of
TAE.

wtae-tv4

wtae-tv 4

*Feb/Mar 1970 ARB

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Nov. 1, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 1	Total dollars week ended Nov. 1	1970 total minutes	1970 total dollars
	Week ended Nov. 1	Cume Jan. 1-Nov. 1	Week ended Nov. 1	Cume Jan. 1-Nov. 1	Week ended Nov. 1	Cume Jan. 1-Nov. 1				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 229.3	\$ 5,176.5	\$ 338.0	\$ 13,827.0	98	\$ 567.3	3,577	\$ 19,003.5
Monday-Friday 10 a.m.-8 p.m.	1,721.7	73,103.3	3,614.6	133,708.8	2,290.2	83,043.8	997	7,626.5	38,246	289,855.9
Saturday-Sunday Sign-on-6 p.m.	1,465.5	40,723.3	2,221.9	57,158.8	1,432.2	40,933.6	331	5,119.6	12,309	138,815.7
Monday-Saturday 8 p.m.-7:30 p.m.	480.4	11,135.1	837.8	32,300.0	611.5	24,504.9	91	1,929.7	3,426	67,940.0
Sunday 6 p.m.-7:30 p.m.	65.6	5,047.4	247.2	10,912.9	297.1	8,537.6	19	609.9	866	24,497.9
Monday-Sunday 7:30-11 p.m.	7,275.5	233,580.4	7,412.6	283,033.9	7,837.1	286,020.7	454	22,525.2	19,299	802,635.0
Monday-Sunday 11 p.m.-Sign off	613.5	15,246.7	312.3	15,726.7	616.5	30,919.0	122	1,542.3	5,104	61,894.4
Total	\$11,622.2	\$379,838.2	\$14,875.7	\$538,017.6	\$13,422.6	\$467,786.6	2,112	\$39,920.5	82,827	\$1,404,642.4

tional Academy of Television Arts and Sciences.

But Henry J. Stern, first deputy commissioner, New York City Department of Consumer Affairs, felt the advertiser should admit his error as a way of setting things straight, and that it is not a crime to lie in advertisements. "It's inappropriate to say the sanctions of the criminal should be used in curtailing false advertisements," he said. Mr. Stern also called for some regulation by either state or federal agencies.

Magnuson charges cigarette trickery

Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) said last week that he feared a possible attempt by cigarette manufacturers to use television in promoting cigarettes under the guise of pipe tobacco.

In a letter to Federal Trade Commissioner Miles W. Kirkpatrick Mr. Magnuson singled out newly marketed pipe tobaccos of the American Tobacco Co. called Pall Mall, Silva Thin and Tareyton.

"Not only is the company marketing these products under the brand name of its major cigarettes, but the packages themselves are virtual facsimiles in color, emblem, and design of the counterpart cigarette package," the senator said.

Noting that the law banning cigarette advertising from radio and TV goes into effect Jan. 1, Mr. Magnuson said: "I know you share my concern that the congressionally imposed ban on such advertising not be subverted in any way." The senator added, "I hope, but without confidence, that there is no intention of promoting these packages on TV."

Also in advertising:

Big Bang theory ■ The National Federation of Independent Business, San Mateo, Calif., has produced a pamphlet



A spoof of beauty contests will form the basis for a series of commercials being produced for Pacific Southwest Airlines by Pegasus Film Productions Inc., Los Angeles. Comedian Ronnie Schell will join stewardesses from the airline in the commercials with the girls representing cities served by the San Diego, Calif.-based carrier. The TV spots were created by Gross, Pera and Rockey, San Francisco. Above with Mr. Schell are stewardesses Adele Rabin as Miss Sacramento and Beverly Johnston as Miss Oakland.

entitled "More Bang for the Buck", analyzing the advantages of the mass media as an outlet for corporate advertising. For copies write: Department N-H, National Federation of Independent Business, 150 West 20th Avenue, San Mateo, Calif. 94403.

New trafficking firm ■ Tra-Flix Inc., new specialized service company, has opened offices in New York. Firm, headed by Bonnie Gerard, formerly in charge of radio-TV business affairs at Norman, Craig & Kummel, New York, offers radio and television trafficking and print distribution to client agencies and advertisers.

Federation takes step toward ad regulation

The movement to establish an advertising code, kicked off last September by the chairman of the American Advertising Federation, received a boost last week: The AAF board endorsed the idea, and named a three-man committee to further it along.

The AAF board, meeting in Washington, adopted a resolution strongly endorsing a new program of advertising self-regulation and standards and called on the federation and other elements of the advertising industry to cooperate in achieving that goal.

It also instructed three of its officers to pursue avenues toward the establishment of an advertising code. They are Victor Elting Jr., Quaker Oats Co., Chicago, who is AAF chairman; Howard H. Bell, AAF president, and Frederick E. Baker, N. W. Ayer-F. E. Baker Inc., Seattle, who is AAF senior vice chairman. Mr. Elting originally proposed self-regulation and Mr. Baker has endorsed it (BROADCASTING, Sept. 21 et seq.).



Kotex feminine napkins.
Kotex Plus napkins.
Kotex tampons.
Kotex feminine belts and panties.
Kotique products by Kotex.

Kotex[®] and Kotique[®]
add up to
feminine protection
with a Capital K!

These names are our registered trademarks. Kotex is the leading name in feminine protection today. Kotique is a name you'll be seeing a lot of in the seventies. Both are important to us. So we ask you to remember to capitalize them everytime you use them. And to use them correctly. Kotex feminine napkins—never just Kotex. Kotique products by Kotex.

 Kotex, Kotex Plus and Kotique are registered trademarks of the Kimberly-Clark Corporation.



An FCC repair job stands up in court

Agency wins and WHDH loses, but appellate decision may support restoration of order in license renewals

Whatever else it means to students of administrative law, the U.S. Court of Appeals opinion in the WHDH case will probably stand as a testament to the FCC's legal craftsmanship in patching holes in the commission's own latest decision in that drawn-out proceeding—or will, if it is not reversed on appeal.

For, as the court made clear in its opinion, it wasn't passing on that decision alone; it passed on it in the light of actions the commission subsequently took to repair a decision that had been fashioned, it seemed, with more concern for the result to be achieved than the legal underpinning for it. The court's ruling, affirming the FCC, was issued Nov. 13 (BROADCASTING, Nov. 16).

It is no secret that the FCC's decision of Jan. 22, 1969, denying WHDH Inc.'s application for renewal of license for WHDH-TV Boston and awarding the contested channel 5 to one of three competing applicants, Boston Broadcasters Inc., shocked lawyers inside the commission as well as outside it.

And it wasn't because the commission had never done such a thing; it was the way it did it—applying standards normally used in deciding among new applicants only. It said that WHDH-TV's programming performance was only "average" and, therefore, not worth considering; and then, on grounds of diversification of media ownership and integration of management and ownership, it awarded the prize to BBI.

The Boston Herald-Traveler Corp., owner of the licensee corporation, also owns WHDH-AM-FM and two dailies and a Sunday newspaper in Boston. BBI has

no media interests, and a number of its principals said they intended to work at the station. On the strength of these differences BBI was awarded a facility that is worth upwards of \$40 million.

Thus, communications attorneys and their clients were alarmed, and with good reason. Licensees owning additional media in the same market suddenly felt very naked in the face of possible challenges at license-renewal time (and a spate of competing applications were promptly generated).

The commission attorneys were dismayed because of the manner in which the commission reached its result. The decision represented a departure from a line of cases and a 1965 policy statement on criteria to be followed in comparative hearings that indicated that the commission would treat renewal applicants in such proceedings differently from new applicants. Yet there was little or no justification in the Jan. 22, 1969, decision for the change in approach.

The philosophies of those who participated in the 3-to-1 decision, as well as of those who did not, may provide some illumination of how the conclusion was reached. The commission order was prepared under the supervision of Commissioner Robert T. Bartley, whose private ideal of the broadcasting industry has little or no place for multiple owners. Commissioner Nicholas Johnson, whose negative views of "media barons" is well known, concurred.

Former Commissioner James J. Wadsworth, who provided the third vote, never, in his four years on the commission, expressed particular concern about

the multi-ownership issue. But he was sensitive to allegations of moral failings on the part of licensees, so he may have felt that the WHDH should be stripped of its license because of the alleged ex parte activities that had tainted the commission's original grant to WHDH in 1957 (even though the commission did not reach that issue in its decision).

Then-Chairman Rosel H. Hyde had thrown up his hands and abstained. He had voted on the case twice before in its tortuous history; the issue, in its third incarnation, had become too difficult, he said. And then-Commissioner Kenneth A. Cox, who privately criticized the legal craftsmanship of the decision, if not the result, had abstained also; he had been the commission's Broadcast Bureau chief when the case was in hearing. Commissioner H. Rex Lee, who had joined the commission only a month before the decision was issued, was listed as absent.

The seventh commissioner and lone dissenter, Robert E. Lee, issued a statement expressing the fear that the decision would be viewed "as an absolute disqualification for license renewal of a newspaper-owned facility"—which it was, until the commission began its patching.

The first public suggestion as to how the commission might proceed came from BBI counsel, Benito Gaguine, who apparently felt the commission needed help in bulletproofing its decision. He suggested that the commission make explicit what he said was implicit in the order—that WHDH, because of the old ex parte issue, was not a regular renewal



Mr. Bartley—yes



Mr. Johnson—yes



Mr. Wadsworth—yes



Rex Lee—absent

applicant but, rather, an applicant seeking an initial grant.

The commission did not go that far; after all, it had referred to WHDH constantly as a renewal applicant. But in what became the celebrated "paragraph 40"—the concluding paragraph in an order denying reconsideration of the Jan. 22, 1969, decision—the commission said the case differed "from the ordinary situation of new applicants contesting with an applicant for renewal of license, whose authority to operate has run one or more regular license periods of three years."

The commission noted that WHDH had been operating the station for the most part under temporary authorizations while its right to operate as a regular licensee was under challenge. WHDH's initial grant, in 1957, was withdrawn because of off-the-record contact the late Robert Choate, president, had with the then commission chairman. WHDH did receive a license in 1962, but only for a four-month period, and when it filed for renewal, the commission expressly invited competing applications for channel 5.

"Those unique events and procedures," the commission said, "place WHDH in a substantially different posture from the conventional applicant for renewal of broadcast license."

The second major step to repair the WHDH decision was taken in connection with the policy statement the commission issued on Jan. 15, 1970, to still the furor caused by the WHDH decision and to eliminate that decision as a precedent in comparative hearings involving renewal applicants.

The statement, which the commission said was merely a clarification and codification of policy dating back to 1951, held that the commission would favor an incumbent broadcaster over a challenger if the incumbent could show his programming "has been substantially attuned to the needs and interests" of his area (BROADCASTING, Jan. 19). It also made clear the commission would not deny renewal to a licensee simply because he has other media interests.

The final nail in that part of the repair job was driven with a passage distinguishing WHDH from the usual run

A question of broadcast ethics

Court asks FCC to clarify stand on broadcasters who file strike applications

The U.S. court of appeals in Washington has asked the FCC to formulate a more explicit policy on "strike applications"—not the kind that would-be broadcasters have filed in efforts to take over occupied channels, but the kind that broadcasters themselves have been known to file, to bar competition from a market.

The court says it is uneasy over the "inexact state of formulation" in which it finds commission policy regarding strike applications—a policy, it says, that is of "obvious importance to the integrity of the commission's administration of license grants and renewals."

The court issued its appeal to the commission in a case involving an allegation that the licensee of WWIT(AM) Canton, N.C., had been involved in the filing of a strike application to block a competing application for a new AM in that city. The charge had been made by Vernon E. Pressley, licensee of WPTL(AM) Canton. He said the strike application had been filed to foreclose construction of that station.

The alleged strike application was

of renewal cases. "The policy statement is inapplicable, however, to those unusual cases, generally involving court remands, in which the renewal applicant, for sui generis [unique] reasons, is to be treated as a new applicant," the commission said, adding that in such cases the applicant's record would be examined, but subject to the criteria observed in new-applicants-only cases.

The commission's former general counsel, Henry Geller, defended the WHDH decision in court, leaning heavily on paragraph 40 and the policy statement to distinguish WHDH from the usual run of renewal applicants. Mr.

withdrawn because of an engineering problem, but Mr. Pressley petitioned the commission in 1965 to deny WWIT's license-renewal application. A hearing examiner concluded that one of WWIT's principals had instigated and participated in the filing of the competing application, and recommended against WWIT's renewal in 1968.

The commission, however, reversed that decision, contending that it was "not persuaded" that the competing application had been filed to block Mr. Pressley's (BROADCASTING, Oct. 27, 1969). The commission found no instigation on the part of WWIT and said the minimal assistance that had been provided Mr. Pressley's competitor by a WWIT official was attributable to their prior personal friendship.

In affirming that decision the appeals court confessed "to some feeling of unease" over commission policy regarding strike applications. Judge Carl McGowan, writing for a unanimous three-judge court, noted that the commission has never attempted to define "the kind of conduct which will be regarded as disqualifying."

Such rules of ethics may be difficult to write, Judge McGowan said, "but it also may be better to have some rules than none at all, leaving to the parties to discover only after the fact what the commission conceives of as the permissible limits of interest which a licensee can manifest in the applications of others."

Geller, who is now a special assistant to the chairman, had a hand in drafting the policy statement.

(However, he had played no role during the commission's deliberations leading to the Jan. 22, 1969, decision or to the order denying reconsideration. Neither did Daniel H. Ohlbaum, the deputy general counsel. As Justice Department attorneys in 1959, they had become involved in the case after the department was invited to participate in proceedings dealing with the ex-parte charges against Mr. Choate. As a result they felt they should not advise the commission. Since Mr. Geller and Mr. Ohl-



Mr. Hyde—abstained



Mr. Cox—abstained



Bob Lee—no



Mr. Geller—counsel on appeal

baum are regarded as among the commission's most talented lawyers, their absence from the deliberations on WHDH is pointed to by those critical of the decision as a principal reason for what they see as its imperfections).

The repair job was complete, or was so far as the appeals court in Washington was concerned. "If the case were before us solely on the decision adopted by the commission on Jan. 22, 1969—susceptible of the construction that the 1965 policy statement was applicable to all renewal proceedings—we would be presented with a different question," Judge Harold Leventhal wrote for a unanimous three-judge court.

There would be a question as to "whether the commission had unlawfully interfered with legitimate renewal expectancies implicit in the structure of the [Communications] Act," he wrote. There would also be a question as to whether "administrative discretion to deny renewal expectancies, which must exist under any standard, must not be reasonably confined by ground rules and standards"—a contention he said that may have increased significance if freedom-of-press problems are involved on a renewal application by a newspaper-connected licensee.

Judge Leventhal said that the problems "are magnified if a licensee on the one hand avoid comparison only by

maintaining extraordinary performance and, on the other hand, court disaster, in the event of comparison, by virtue of the diversity policy, whether expressed in a formal demerit or some inchoate burden.

"Fortunately," Judge Leventhal added, the court does not face those problems. Why? Because the commission order denying reconsideration "expressly puts this case in a special and unique category because of the past history of WHDH." And this interpretation of the commission's action, "is underscored by the 1970 policy statement on comparative hearings involving renewal applicants," which "carries forward the general policy on renewals" originally expressed in 1951.

Besides preparing the ground for affirming the commission's WHDH decision, these passages cheered commission attorneys responsible for defending the 1970 policy statement in the same appeals court. The Citizens Communications Center and Black Efforts for Soul in Television have asked the court to overturn the policy statement on grounds that it chokes off the opportunity of minority groups to gain access to broadcast ownership and was adopted illegally. They contend that the policy violates the Communications Act requirement of a "full comparative hearing" on competing applications and, in

addition, constitutes a rule that was adopted without benefit of a rulemaking proceeding.

Commission officials appeared to feel that while the court's opinion did not dispose of the CCC-Best suit, it lent support to the principles on which the statement was founded, if not to the statement itself.

The appeals-court decision is not yet a settled thing. Harold Clancy, WHDH president, said in a statement last week: "After reading the decision—which contains a great number of distorted or erroneous statements of fact—and after conferring with counsel, I believe that the court is seriously in error and that its decision denies us due process of law and a fair hearing."

He said WHDH will contest the decision "vigorously" and "with undiminished confidence in ultimate justice." He and his lawyers are in the process of deciding whether to seek a rehearing before the appeals court or ask the Supreme Court to review the case. He did not say what he meant by "erroneous statements of fact" but said they would be elaborated on when the case goes before a court again. It remains to be seen whether WHDH can find in the commission's repair job any imperfections the appeals court missed.

(The foregoing "Perspective on the News" was written by Leonard Zeidenberg, senior editor, Washington.)

Equipment & Engineering

Group seeks cassettes suitable for broadcast

A committee to develop standards for audio-cassette tape recorders aimed at making them compatible for broadcasting has been named by the National Association of Broadcasters.

The aim of the group, according to Ross H. Beville, Broadcast Electronics Inc., Silver Spring, Md., who is chairman of the committee, is standardization so the recorded material will be of broadcast quality and interchangeable among stations.

The first meeting of the new committee will take place Jan. 4, 1971, in Washington.

Other members of the committee: Mark Weavers, 3M, St. Paul; Byron E. Fincher, RCA, Camden, N.J.; O. S. Paganuzzi, NBC, New York; Roy W. Pyburn, Ampex, Redwood City, Calif.; W. J. Kabrick, Gates Radio, Quincy, Ill.; Dean W. Flygstad, Telex Corp., Minneapolis; Richard Turner, Telex Corp., Minneapolis.

And Paul R. Bunker, Telex Corp.,

Minneapolis; Richard D. Myers, Marathon Broadcast Equipment Sales, West Boylston, Mass.; R. Clifford Rogers, Phillips Broadcast Equipment Corp., Montvale, N.J.; John Gable, ABC, New York; Fred L. Bailey, Sono-Mag Corp., Bloomington, Ill.; Bernie Swandic, CBS, Washington.

NBC-TV cut-away cue gets FCC approval

The FCC last week granted NBC-TV permission to use a new cue signal to alert its affiliates to prepare for local and commercial inserts. Permission, however, is subject to future review.

The signal would be flashed for about five seconds approximately one minute before the local commercial cut-away and would reappear as a steady signal for about five seconds just prior to cut-away. The NBC signal would appear as a rectangular white block in the upper right-hand corner of the picture and would occupy the same area used by other electronic identification signals now permitted, the commission said.

The commission said TV sets now

available would probably not be able to pick up this cue signal. However, current trends point to receivers "with lesser overscan" that might show the coded picture areas, the commission added. While not adversely affecting broadcast service now, the commission said that if the five-second cue becomes visible on an appreciable number of newer receivers, its continued use will become questionable.

Communications center for home is previewed

RCA last week displayed an experimental electronic home-entertainment center which has a 25-inch color picture and four monochrome monitors.

The prototype instrument, which RCA calls "Showcase '70," also contains an acoustical pod with suspension speaker, and a combination digital clock and temperature gauge. While the color picture operates, three of the monochrome monitors can be programmed to receive signals from the major networks, while the fourth continuously scans all other local channels

The lean outlook for network time

CBS, NBC announce cutback plans for fall under prime-time rule; midseason shuffles start

All three TV networks by late last week had disclosed tentative plans for programming under FCC's prime-time access rule, which is slated to go into effect next fall. The rule requires the networks to give up a half-hour of the programming they now have each night.

ABC officials said they wanted to program the network 8-11 p.m. New York time, Sunday-through-Monday, thus giving up 7:30-8 p.m. every night of the week.

CBS plans, also announced last week, call for programming 7:30-10:30 p.m. each night of the week, relinquishing the 10:30-11 p.m. periods. NBC, whose plans were made known the week before (BROADCASTING, Nov. 16), also intends to give up 10:30-11 on Sunday nights but 7:30-8 on all others.

Thus CBS and NBC would program

competitively 7:30-10:30 p.m. on Sunday; ABC and NBC 8-11 on the other nights. All three networks consequently would be on a fully competitive footing 8-10:30 every night of the week.

These plans emerged following meetings with the networks' board of affiliates. Two of the meetings took place last week, ABC's at St. Croix in the Virgin Islands and CBS's in Acapulco, Mexico. NBC's was held the week previous in Phoenix.

In other programming actions, the three networks made known changes for the midseason. Most extensive re-vamping will be made by ABC which will drop seven programs totaling six hours; add three new shows totaling three hours and return three weekly prime-time hours to its stations (BROADCASTING, Nov. 16). Also announced at St. Croix is the renewal of *FBI* for the 1971-72 season, the series' seventh on the network.

CBS will drop *The Tim Conway Show* (Sundays, 10-11 p.m.) after its Dec. 13 presentation and on Jan. 3 will replace the series with reruns of *The Honeymooners* starring Jackie Gleason. Other shows will be run in that period on Dec. 20 and 27, CBS said. *All in the Family*, a half-hour comedy series, will go in Tuesdays, 9:30-10 p.m. in January, replacing *To Rome With Love* which shifts from that period to Wednesdays, 8:30-9 p.m., bumping *The Governor and J.J.* from the CBS schedule. In another action, *Headmaster* (Fridays, 8:30-9 p.m.) will change in format becoming *The Andy Griffith Show* with Mr. Griffith in the role of a mayor of a small town in North Carolina.

NBC confirmed that *Strange Report*, a one-hour suspense program, will replace *Bracken's World* on Fridays, 10-11 p.m. New York time, starting Jan. 8. The network is also cancelling *Nancy* (Thursday, 9:30-10 p.m.) and adding *Bird's Eye View* to the schedule (BROADCASTING, Nov. 16).

The full line-up of evening shows for ABC at midseason, as announced by the network:

Sunday: 8: *The FBI*; 9-11, *ABC Sunday Night Movie*.

Monday: 7:30, *Let's Make A Deal* (new time period); 8, *The Newlywed*

Game (new time period); 8:30, TBA; 9-11, *ABC Monday Night Movie* (new program).

Tuesday: 7:30, *The Mod Squad*; 8:30, *The Movie of the Week*; 10-11, *Marcus Welby, M.D.*

Wednesday: 7:30, *The Courtship of Eddie's Father*; 8, *Room 222* (new time period); 8:30, *The Smith Family* (new program); 9, *The Johnny Cash Show*; 10-11, *The Young Lawyers* (new time period).

Thursday: 7:30, *Alias Smith and Jones* (new program); 8:30, *Bewitched*; 9, *Danny Thomas in Make Room For Granddaddy* (new time period); 9:30-10:30, *Dan August* (new time period); 10:30-11, station time.

Friday: 7:30, *The Brady Bunch*; 8, *Nanny and the Professor*; 8:30, *The Partridge Family*; 9, *That Girl*; 9:30, *The Odd Couple* (new time period); 10-11, *Love, American Style* (new time period).

Saturday: 7:30, *The Lawrence Welk Show* (new time period); 8:30-9:30, *The Pearl Bailey Show* (new program); 9:30-11, station time.

NBC-TV holds ratings lead in election week

The Fast Nielsen averages for the week ended Nov. 8 gave a fourth ratings win in a row for NBC-TV—this time by three-fifths of a percentage point—and on election coverage.

In election night (Nov. 3) coverage, ABC claimed a 75% gain in rating and 73% gain in share, compared with 1966, while ABC's coverage was on (ABC started its election returns at 8:30 p.m. EST; CBS and NBC at 7 p.m.). For the period 7-11 p.m., CBS had 17.6 average rating, 29 share and NBC had 13 and 21. Lumping in ABC's entertainment programming until 8:30, ABC's average for the 7-11 p.m. period: 11.7 and 19.

Averages for the week: NBC 19.5, CBS 18.9 and ABC 16.1. ABC's average was said to be depressed by election pre-emptions—Tuesday night normally is an ABC win. Tuesday night in this report went to CBS, which also took Monday and Saturday; NBC won Wednes-



Spotmaster

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This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$104.50, with Tape Timer \$129.50. Lubricated tape and empty cartridges are also available.

BROADCAST ELECTRONICS, INC.
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day, Thursday, Friday and Sunday.

Top 10 shows in order: CBS's *Gunsmoke*; NBC's *Flip Wilson*, *Walt Disney* tied with *Men from Shiloh*, *Bonanza* tied with CBS's *Here's Lucy*, ABC's *Mod Squad*, CBS's *Hawaii Five-O* tied with its *Thursday Movie*.

More time sought for distant-signal filings

Broadcasters last week asked the FCC to extend the deadline for filing reply comments on the distant-signal importation aspect of its CATV rule-making proceeding.

The joint request was filed by ABC, the All-Channel Television Society, the Association of Maximum Service Telecasters, the National Association of Broadcasters and the National Association of Educational Broadcasters.

Comments on all the proposals are currently due Dec. 7, and reply comments are due Jan. 8, 1971.

In their request for a Feb. 15, 1971, deadline, the groups said the 32-day period to file replies would be reduced to only about two weeks of actual preparation because of holidays and the time needed to obtain and examine copies of the comments that remain to be filed.

A spokesman for ABC said last week that the network was especially anxious to get an extension of time on the distant-signal proposals, because they are regarded as the most important and potentially burdensome of the commission's proposed CATV rules. However, he speculated that if the commission grants the extension, it may also extend the deadlines for comments on other aspects of the CATV rulemaking.

Under the importation proposal, CATV's in the top-100 markets could carry four independent signals in addition to locals. However, they would be required to substitute commercials in distant signals for those provided by local stations, and would also have to contribute 5% of their revenues to the Corp. for Public Broadcasting.

CBS ruled innocent of vested interest in sex

The chief of the FCC's Complaints and Compliance Division has informed Mrs. Albert Westerfield of the National Coalition on the Crisis in Education, that neither CBS nor its owned-station, WBBM-TV Chicago, violated the fairness doctrine in broadcasts concerning in-school sex education and the sex education program in Chicago public schools.

Chief of the division, William B. Ray, also told Mrs. Westerfield that neither the network nor the station was

influenced by private interest in the March 8 and March 15 programs, as she argued.

Mrs. Westerfield had complained to the commission that the March 8 program favored sex education in public schools; she requested that action be taken to insure compliance with the fairness doctrine. In further correspondence with the commission she said the March 8 program was "obviously designed" to convince the audience of the desirability of the in-school sex education program; that only one woman on the follow-up March 15 program "was in any way qualified to represent the viewpoint of the parents who oppose this program," and that based on CBS's description of the participants on the March 15 program, there was a five-to-two ratio in favor of the proponents of sex education in Chicago.

CBS told the commission that the March 8 program was a factual background report, and that the March 15 show gave opponents and proponents of sex education an opportunity to present their views. CBS added, the commission noted, that Mrs. Westerfield refused an offer to appear on the March 15 program, but that two of the guests on the show were "officers of organizations which joined in Mrs. Westerfield's complaint."

CBS denied that it had a vested inter-

est in promoting in-school sex education, noting that the person whom Mrs. Westerfield charged as being a WCBS-TV science editor and on the board of directors of a national organization promoting sex education left the latter organization in 1969. CBS also denied allegations that because of its affiliation with manufacturers or promoters of products used in sex-education classes it had a vested interest in promoting the classes, adding that these products "are not used extensively in Chicago public schools" and that the station had decided to air the series independently of the interest of CBS subsidiaries.

Mr. Ray said he listened to a tape of the March 15 program and, based on all the information, cannot conclude that the licensee failed to make a reasonable effort to present contrasting views. Mr. Ray said that Mrs. Westerfield's refusal to accept the invitation to appear on the March 15 program because it was to be a discussion program "does not appear to be reasonable." He added that there were no grounds to suspect that the broadcasts were influenced by the private interest of the network or the station. He added that, because a licensee's overall programming must be considered, there was no need to determine whether the March 8 broadcast by itself complied with the fairness doctrine.

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Court upholds refusal to testify

Appeals court backs 'Times' reporter who balked at appearing before a grand jury

The news media won an important round last week in their effort to avoid any semblance of becoming an investigative arm of government. The victory came in a Ninth U.S. Circuit Court of Appeals decision that the government cannot require a reporter to testify in a secret grand jury proceeding unless it can demonstrate a compelling need for his testimony.

The decision came in a case involving Earl Caldwell, a *New York Times* reporter, who had refused to testify last February before a federal grand jury that was investigating the Black Panther party. Mr. Caldwell, who is black, held that his mere presence in the closed hearing would jeopardize his continued ability to obtain information from the Panthers.

The San Francisco appeals court, which dismissed a contempt citation issued against Mr. Caldwell for refusing to honor a government subpoena to testify, held that "where it has been shown that the public's First Amendment right to be informed would be jeopardized by requiring a journalist to submit to secret grand jury interrogation, the government must respond by demonstrating a compelling need for the witness's presence before judicial process properly can issue to require attendance."

The decision overturns an order issued in April by Federal Judge Alfonso J. Zirpoli. Judge Zirpoli, who had heard arguments that First Amendment rights would be damaged if Mr. Caldwell were forced to appear, directed the reporter to appear but said that he need not answer questions he felt would betray confidences.

The appeals court, however, upheld Mr. Caldwell's contention that his mere presence in the grand jury room might result in a drying up of his news sources. The continuing "reassurance" some news sources require of how information they provide is being handled "disappears when the reporter is called to testify behind closed doors," the court said.

It also held that if the grand jury can require a reporter to divulge information he obtained in his capacity as a news gatherer, "then the grand jury and the Department of Justice have the power to appropriate appellant's investigative efforts to their own behalf."

But "the very concept of a free press," the court said, "requires that the news media be accorded a measure of autonomy; that they should be free to pursue their own investigation to their own

ends without fear of governmental interference, and that they should be able to protect their investigative processes."

The decision was not a sweeping victory for Mr. Caldwell and the news media. The court said its ruling was a narrow one, pointing out that not every news source "is as sensitive as the Black Panther party" with respect to the "establishment press" and that not every reporter "so uniquely enjoys the trust and confidence of his sensitive news source."

And the court conceded that it lacked the "omniscience" needed to spell out the details of the burden the government must bear in establishing the kind of interest that would be sufficiently compelling to require a reporter to testify. It directed the lower court to propose rules needed to implement the appeals court's decision.

But the decision is believed to be the first in which a federal court has supported a reporter in refusing to testify. And it is one to which a number of news organizations contributed through amicus curiae briefs and supporting affidavits. CBS was among those filing briefs, and five of its newsmen submitted affidavits contending that the government's use of subpoenas could seriously impair newsmen's ability to gather news (BROADCASTING, April 20).

The controversy over government subpoenaing of newsmen—which led earlier this year to the introduction of legislation in both Senate and House that

Goodman rebuts Finch

NBC President Julian Goodman sent a letter to editors last week answering references made by White House counselor Robert H. Finch to NBC's election coverage. Mr. Finch's post-mortem analysis of the election, which he had sent to editors, criticized media in general and NBC in particular by noting that he had found the media's performance wanting (BROADCASTING, Nov. 16). Mr. Goodman in his letter expanded on NBC's initial reaction that in making such a charge, Mr. Finch was substituting "his news judgment as a partisan for the judgment of news professionals." NBC's position is that its coverage had presented the election issues "fairly and analytically" and that NBC was not about to be deterred from carrying out its news responsibility because the coverage in question may not please "those who are assigned political missions."

would protect reporters from government efforts to require them to divulge information—has abated in recent months.

In part, at least, this appears to be due to Attorney General John N. Mitchell's issuance of guidelines last August limiting the discretion of government attorneys in subpoenaing newsmen and their files and film. The guidelines require department attorneys to attempt to obtain the information they need through negotiations first and to seek subpoenas only when negotiations fail and only after obtaining the "express authorization" of Mr. Mitchell (BROADCASTING, Aug. 17). Last week's decision would impose the courts above the attorney general as the arbiter for deciding whether conditions warrant subpoenaing of a newsmen.

It remained to be seen, however, whether Justice would seek reversal of the appeals court's decision. Justice officials said the department had not yet had an opportunity to study the decision.

SDX favors same rights for broadcast as print

A resolution calling for government agencies at all levels, federal, state and local, to afford broadcast journalists the same constitutional protection as the print media was adopted in Chicago Nov. 14 at the closing business session of Sigma Delta Chi, national journalistic society.

SDX, at its 61st annual convention, pointed out through the resolution that "broadcast news along with the print media plays a vital role in keeping the United States the best informed nation in the world" (BROADCASTING, Nov. 16).

The brief document also called upon government to assure "that licensing procedures in no way interfere with or inhibit complete freedom to collect and report the news."

In another resolution SDX condemned improper use of news credentials by police departments and other arms of government as well as by members of various radical groups. Noting such practice is on the rise, SDX charged that "such impersonations seriously impair the ability of the news media to report objectively and fairly." Other resolutions touched on problems of open meetings by public bodies, police or other official harassment of newsmen in recent major news cases and increasing minority participation in the media.

The creation of a national press council or local councils as a means of breaking the credibility gap between radio, TV and newspapers and their audiences or readers was suggested during one of the last SDX panel sessions by Norman Isaacs, former executive editor, *Louisville Courier-Journal* and *Times*. He felt

the British press council system might be a model for study.

He and his other panel members, Edwin Diamond, press critic for WTOP-TV Washington, and Charlayne Hunter, *New York Times* reporter, agreed that writers and editors in all media must find a way not only to rebuild public confidence, but also to raise the professions to higher levels.

SDX elected Robert Chandler, *Bend* (Ore.) *Bulletin*, as its new president to succeed Frank Angelo, *Detroit Free Press*. Guy T. Ryan, Copley Newspapers, San Diego, was elected first vice president while William Payette, United Features Syndicate, New York, was chosen secretary and Ralph Otwell, *Chicago Sun-Times*, was named treasurer.

How TV is supporting antidrug campaign

Virtually all commercial television stations in the U.S. carried broadcasts to help fight drug abuse during the first half of 1970, according to results of a survey made public by the Television Bureau of Advertising last week.

TVB said 94% of the stations ran announcements, 69% broadcast special programs, and 29% had editorials on the drug problem. The 29% that said they had carried editorials during the first six months of the year represented about 68% of all stations reporting they editorialize. In air time, antidrug editorializing occupied 3,800 minutes or more than 63 hours.

Dollar value cannot be estimated, TVB said, because these time periods are not for sale.

A total of 123,000 announcements dedicated to the drug problem were telecast by stations during the six-month period, TVB said. Although The Advertising Council's antidrug campaign had been announced, TVB said, only one of the council's new commercials was distributed among the stations. Thus, the survey points out, the heavy telecast support is not reflected in the TVB survey. But such council support can be expected to increase during the second half of 1970 as more commercials are distributed.

Hughes set for Bluebonnet

The Hughes Sports Network has lined up approximately 125 television stations throughout the U.S. for the Bluebonnet Bowl football game. The collegiate contest is set to run Dec. 29, 7:30-11 p.m. EST, from the Houston Astrodome. Opponents have not been announced: Ray Scott will provide the commentary for the live telecasts, which will be co-sponsored by Texaco (Benton & Bowles) and General Motors, Chevrolet (Campbell-Ewald).

FCC called too 'docile' on fairness

Lawyers for peace advocate ask court to order stations to provide reply time

The FCC is accustomed to hearing broadcaster complaints that its administration of the fairness doctrine is too heavy-handed. A brief on file in the U.S. Court of Appeals in Washington, however, takes a different view—that the commission's deference to licensee judgment in fairness matters is so generous as to violate the constitutional rights of members of the public seeking

to express their views on controversial issues over radio and television.

The brief was filed by attorneys for David Green, chairman of the Peace Committee of the Baltimore Yearly Meeting of the Religious Society of Friends. He is seeking to reverse a commission ruling that WRC-TV and WMAL-TV, both Washington, did not violate the fairness doctrine in refusing

S&H Net Profit And Revenue Rise To All-Time Highs
Special to Buffalo Evening News
NEW YORK, March 6 — The Sperry & Hutchinson Co., parent company of Hens & Kelly Co. Inc. of Buffalo, today reported record-breaking earnings and domestic stamp service revenue for the 53-week fiscal year ended Jan. 3, and the final quarter of the year.

Net for the latest fiscal year was up 16 per cent to \$37,855,000, equal to \$3.31 a share, from \$32,521,000, equal, after an extraordinary charge of \$1,900,000, to \$2.82 a share, in the 52-week year ended Dec. 28 a year earlier.

Both years include results of operations of Lea Industries Inc., acquired in November 1969, on a pooling-of-interests basis.

Per share earnings for both periods are based on common shares and common share equivalents.

Domestic stamp service revenue for fiscal 1969 rose 6 per cent to \$361,988,000 from \$340,087,000 a year earlier, with net earnings from domestic stamp operations totaling \$29,477,000, up \$2,440,000 from \$27,037,000 in the preceding year.

"The key factor behind the rise in profits was another strong year for the S&H green stamp service," Chairman William S. Beinecke said.

The Sperry and Hutchinson Company includes:

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State National Bank of Connecticut
SNB Computer Center

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Hens & Kelly

Home Furnishings Complex
Bigelow-Sanford
Lea Industries, Inc.
The Gunlocke Company
Paragon Design, Inc.

News about the Sperry and Hutchinson Company... As Printed in the Buffalo Evening News 3/6/70

him time to present a view contrary to that expressed in military-recruiting spot announcements carried by the stations.

The brief contends that the commission's "insensitivity to the need for fair treatment where valuable First Amendment rights hang in the balance has prejudiced its ability to resolve this proceeding impartially." It asks the court to direct the stations to carry the Friends group's announcements opposing the desirability of regular military service.

The stations had refused to carry the announcements, but, the commission noted, they had offered the Friends group time to present its views in other programming and were covering the issue of alternatives to military service in their programming (BROADCASTING, June 8).

Professor Green's attorneys, Albert Kramer and Robert J. Stein, of the Citizens Communications Center, assert that no offer of time was, in fact, received from WRC-TV. But they are concerned not so much with that specific matter as with the commission's general attitude toward fairness questions—an attitude, they say, that is characterized by deference to licensee judgment in determinations as to what issue was discussed, whether it was controversial and, if so, whether the licensee has presented a balanced point of view in discussing it.

The commission, they say, has been particularly "docile" in deferring to licensee judgment in the matter of how fairness is to be achieved. "The licensee's discretion in this area is a concept of highest sanctity, etched over the years upon the commission's portals and stated with frequency and pride," they say. "In the absence of an abuse of discretion the licensee's judgment will not be disturbed, and the commission will not substitute its judgment for that of the licensee."

The "overly broad discretion" granted broadcasters at every level of administration of the fairness doctrine, the attorneys contend, violate the due-process

clause of the Fifth Amendment. For broadcasters, they say, operate in the fairness area without standards, and exercise the "'good faith' discretion virtually without accountability."

In addition, they say, the commission's procedures for handling fairness complaints "contravenes the standards required by the First Amendment." They argue that while the licensee is allowed to determine whether an issue is controversial and whether it has been treated fairly, it is the speaker who must initiate the proceeding with the station and then, if not satisfied, file a complaint with the commission. "The speaker bears the burden of proof since every presumption is in favor of the licensee; the speaker is silenced while the commission's cumbersome procedures plod along."

In urging the court to reverse the commission, they say that the agency "readily accepted the licensees' assertions that they had been fair . . . even though the licensees proffered no evidence," other than of "inadequate" offers. "By contrast," they add, Professor Green was asked to provide "specific evidence" that military recruitment ads portray military service as the only honorable way to serve one's country.

The commission, they say, has "again demonstrated its willingness, perhaps more accurately its zeal, to afford the licensee every opportunity to vindicate his position while attempting, as this court has so often observed in the past, to view citizens as interlopers."

Changing Formats

The following modifications in program schedules and formats were reported last week.

■ **WBUS(FM)** Miami Beach, Fla.—Community Service Broadcasters Inc., effective Nov. 6, changed its format from middle-of-the-road music from 5 to 9 a.m. and from 6:30 p.m. to 12

midnight, and ceased simulcasting popular Negro performers' music of affiliate **WMBM(AM)** there from midnight to 5 a.m., to program hard rock from 9 p.m. to 9 a.m. five days per week and full time on Saturday and Sunday and jazz from 6:30 to 9 p.m. during the week. Allan B. Margolis, president and general manager, said he expects to begin stereo operation within a month. **WMBM(AM)** is a black-oriented station on 1490 khz with 250 w. **WBUS(FM)**, which programs 15 minutes of stock reports and business news twice an hour and 15 minutes of middle-of-the-road music twice an hour, operates on 93.9 mhz with 13 kw and an antenna 170 feet above average terrain.

■ **Kwkc(AM)** Abilene, Tex.—Texas Communications, effective Sept. 14, switched from middle-of-the-road music to 85% modern country and western, 10% popular and 5% talk programming. Gene Dickerson, general manager, said the decision to switch formats followed a market study which showed that approximately 50% of those surveyed preferred country and western music. The survey, Mr. Dickerson added, tagged MOR near the bottom of the programming preference list. **Kwkc** is full time on 1340 khz with 1 kw day and 250 w night.

CTV obtains \$2 million for its 'Sesame' series

Children's Television Workshop has received a grant of \$2 million from the Department of Health, Education and Welfare's Office of Education to develop the second season of CTV's award-winning *Sesame Street* children's TV series.

The award swells the total HEW-provided funding for the series since its inception to \$7 million.

Citing the "A" earned by *Sesame Street* on a report card issued by the Educational Testing Service of Princeton, N.J., which found that the series was an effective and valuable learning aid (BROADCASTING, Nov. 9), acting U.S. Commissioner of Education Terrel H. Bell commented: "We now know that such a program can be a strong, positive influence on the educational advancement of the children who watch it."

One of the goals of *Sesame Street's* second season is to reach major ethnic groups through such means as teaching English vocabulary to Spanish-speaking children. Materials reflecting black life styles will again be included.

Part of the HEW grant will be used to finance model viewing centers being set up in major cities to serve children lacking access to a television set.

The grant was awarded under the

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amended Cooperative Research Act, which provides support for research, development, and dissemination for improving education at all levels. Funds for *Sesame Street* have also come from other government agencies and private sources.

Gloomy assessment of Agnew influence

WCBS-TV special report finds new fear, caution among broadcast newsmen

Vice President Agnew's attacks on the news media, particularly broadcast journalism, have caused a nervousness and wariness in TV newsrooms because of the implied threat to broadcast licensing. This was the consensus of a special report, "Agnew and the News Media: One Year Later," broadcast Friday (Nov. 13) on WCBS-TV New York's *Six O'clock Report* by Jim Jensen.

Five of eight persons interviewed referred to the fear of license revocations, and acknowledged that discernible changes have occurred. The presidents of two network-news organizations, however, maintain their operations are unchanged.

Elmer Lower and Richard Salant, presidents, respectively, of ABC News and CBS News, said their network news coverage is virtually the same. But Mr. Salant said the Vice President's Des Moines, Iowa, speech of a year ago hit at the heart of broadcasting—federal licensing.

In the program, filmed at individual locations and edited at CBS studios, Mr. Salant said: "The real danger comes when a ranking officer of the government, which is, after all, ultimately responsible for the FCC which grants licenses, withholds them, revokes them, attacks broadcast journalism in circumstances where their licenses might be in jeopardy."

William Moyers, former news secretary to President Lyndon Johnson, concurred. He said he found in traveling across the U.S. there was an awareness or nervousness by newsroom executives in TV stations of the potential for harassment in Washington by public officials who disagree with particular programs telecast.

Commenting that the Vice President attacked the wrong people in the industry, Mr. Moyers said: "He was silent about the local TV stations that very often have quid pro quo arrangements with politicians who must deal daily with the congressmen and the senators, and who must come and renew their

license request every three years."

A representative of the print media, Clifton Daniel, associate editor of the *New York Times*, admitted to two editorial changes since the Vice President's criticisms were aired: "We write more about Mr. Agnew. He has made himself more newsworthy. We probably also write more about the silent majority; and that, perhaps, isn't a bad thing."

But Fred Friendly, former CBS News president, now professor at the Columbia School of Journalism, said he saw no signs that broadcast news had caved in to the Vice President's criticisms. "We think that what we were doing in the first place was right," he commented.

Herbert Klein, White House director of communications, disagreed. "Whether by deliberate method or just by the fact that the people are looking more directly at the methods of improving—some improvement has taken place," he said.

Mr. Jensen, in summing up, said that reporters have faced increasing verbal and sometimes physical abuse in the year since the Vice President's attacks on the news media. "The Vice President's words of a year ago continue to have their effect among viewers," he said. "This reporter can testify, personally, that much of the effect has been uncomfortable and worrisome." Similar conclusions were drawn by news directors surveyed last month by BROADCASTING (Oct. 11) during the convention of the Radio-Television News Directors Association.

50 TV's in East take ATN's Hialeah series

Century Broadcast Communications expects a line-up of approximately 50 television stations on the East Coast for the seven-week running of the *Hialeah Stakes Races*, Miami horse-racing event. Originating station, WTVJ(TV) Miami, will produce coverage of the races, set to run from Jan. 16 through March 3,

4:30-5 p.m. EST.

Century also handles sales and distribution for the recently formed American Telesports Network (BROADCASTING, Nov. 16). Veteran jockeys Eddie Arcaro and Sam Renick will provide the Hialeah color and commentary.

More Ford funds for noncommercial

Most goes for programing; CPB gets \$1.5 million for network interconnection

Ford Foundation announced in New York last Thursday (Nov. 19) a total of \$4,073,000 in grants to noncommercial and educational television.

The National Educational Television (NET) Opera received \$520,000 to broadcast repeat performances of "From the House of the Dead" and "Lizzie Borden," and to commission new works by Hans Werner Henze and another composer to be selected. It also will broadcast operas acquired from the British, Italian and Japanese broadcasting systems.

NET Opera, in addition, will conduct further experiments in simultaneous stereophonic broadcasting with FM stations in New York, Boston, San Francisco and Washington.

Corp. for Public Broadcasting, which received a \$2,028,000 grant, will use \$1.5 million to interconnect the nation's public television stations by land lines through June 30, 1971. The balance of the grant, \$528,000, will be used by Public Broadcasting service for promotion and advertising of its 1970-71 season. Wells Rich Greene Inc., New York, is the advertising agency.

Ford also has given a total of \$1.5 million for continuation and expansion to Boston and several Connecticut cities of the "newspaper-of-the-air" concept. Included in this is \$250,000 for a new

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program, *The Reporters*, on WGBH-TV Boston, and \$50,000 to Connecticut Educational Television for a half-hour news and public affairs program, four nights a week, over noncommercial TV stations in Bridgeport, Hartford, New Haven and Norwich.

The Reporters will concentrate on the efforts of Boston-area residents to get fair treatment in employment, housing and municipal services. The Connecticut series will include coverage of legislative bodies, extensive treatment of state issues, and investigative and documentary reports.

Additional one-year support grants were given to San Francisco's *Newsroom* (\$700,000) and the Pittsburgh *Newsroom* (\$500,000) program produced by WQED(TV). The San Francisco program also is carried by noncommercial TV stations in Sacramento, Reading and Eureka, all California.

Public Television of South Central Pennsylvania was granted \$25,000 to enable WITF-TV Hershey to buy *Cindex*, an encyclopedia of 1,700 short news films, said to be the first audiovisual encyclopedia of its kind. Films, edited for television to from one to four minutes, cover personalities and events from 1893 to the present.

CBS picks Safer for Reasoner slot

CBS News's London bureau chief, Morley Safer, will replace Harry Reasoner as co-host with Mike Wallace on the CBS News magazine program, *60 Minutes*, starting Dec. 8. The show is on CBS-TV alternate Tuesdays, 10-11 p.m. Mr. Reasoner, who resigned after a 14-year association with CBS, will become



Mr. Safer

New York anchorman on the ABC-TV week-night, 7-7:30 p.m. EST program, beginning Dec. 7 (BROADCASTING, Nov. 9).

Mr. Safer, 39, a veteran correspondent, and Toronto native, was a reporter with the Canadian Broadcasting Corp. before joining the CBS London bureau in April 1964. He has been bureau chief there since 1967. In 1965, he headed the CBS' Saigon bureau, and has received several awards for two programs produced in 1967: *Morley Safer's Vietnam* and *Morley Safer's Red China Diary*.

AP editors' group cites KDB

KDB(AM) Santa Barbara, Calif., was honored by the Associated Press Managing Editors Association during its convention in Honolulu last week for cooperation in covering area news for other AP members. KDB was the only broadcast station so recognized. Other members honored were 70 newspapers. Citation commends Gary Clark, KDB news director, for telephoning AP's Los Angeles bureau with details of the burning of a bank and vehicles and the first trouble on the campus of the University of California at Santa Barbara.

Program notes:

Simulcast for VD test ■ KNX-AM-FM and KNXT(TV) the CBS-owned radio and television stations in Los Angeles, will simulcast a special, *Can You Pass The VD Test?*, on Tuesday, Dec. 1. A ten-statement "fact-or-fiction" test designed to measure public awareness of venereal disease is one part of the special. A group of medical doctors will discuss the highly contagious disease while college students, who teach the dangers of VD to youngsters on Los Angeles streets, will also appear. At the conclusion of the program, a list of hotline telephone numbers to area VD clinics will be broadcast for those seeking help.

Robert Young in the family ■ A CBS-TV special, scheduled for next March, will star Robert Young and is called *Robert Young and the Family*. The star of *Marcus Welby, M.D.* on ABC-TV, will host seven guest stars, including Dick Van Dyke, in the one hour show, sponsored by Procter and Gamble.

TheMedia

Conglomerate probe all but launched

Office of Management and Budget approves questionnaire aimed at 50 giant firms

A draft of a questionnaire the FCC will use in its study of the effects of conglomerate ownership of broadcast stations has been cleared by the Office of Management and Budget, and is expected to be presented to the commission for final approval within the next two weeks.

As approved by OMB, which must pass on all government forms distributed to 10 or more parties, the questionnaire indicates that a broadcast-industry committee broke even in two final complaints it expressed in a meeting with OMB and commission staff

members last month (BROADCASTING, Oct. 26).

Retained in the questionnaire is a section requiring copies of correspondence between parent companies and subsidiaries that would indicate the parents' influence on programming and budgetary decisions of the companies' stations and whether the stations are used to advance commercial and other interests of the parents and nonbroadcast affiliates.

The broadcast-industry group—the Committee on Communications Industry, which advises OMB on matters re-

lated to forms sent to broadcasters—had maintained that the file search involved would be too burdensome. The correspondence requested covers the period from Jan. 1, 1967, through Dec. 31, 1969.

In the other matter that had been at issue, broadcasters will be permitted to answer or not, as they choose, a question as to the benefits—in such areas as program improvement, enhancement of competition in broadcasting, and technological innovations in station facilities—they feel the public has gained as a result of their ownership of both broad-

casting and nonbroadcasting enterprises.

As originally drafted, the questionnaire required an answer. It noted that the purpose of the conglomerate study is to determine possible benefits as well as detriments of broadcaster ownership of other large-scale interests.

However, the broadcast-industry committee said the question imposes a burden of defense on conglomerates before any deficiencies flowing from their ownership of stations are alleged. The committee asked that the question be dropped, or at least made optional.

The commission's conglomerate study task force reworked the question into its final form in submitting the questionnaire to OMB for clearance.

The remainder of the 29-question document follows generally the form in which the staff had originally drafted it (BROADCASTING, Aug. 24). Besides requiring copies of parent-subsidiary correspondence and asking about the benefits of conglomerate ownership, the questionnaire seeks to determine whether licensees with nonbroadcast holdings use economic power to induce suppliers to buy advertising on their stations and what safeguards conglomerate-licensees have established to prevent nonbroadcast interests from affecting selection of news and other broadcast matter.

The questionnaire, modeled after one the commission sent to six companies last February in a pilot study, also asks about interests of officers and principals of the licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot-representation firms, other broadcasting stations, publishing companies and production or syndication companies.

The conglomerate study task force is now preparing a list of the 50-odd companies that will receive the questionnaire. The staff is expected to submit the list along with the questionnaire for commission approval early in December.

ANPA seeks new round of comments on media

The American Newspaper Publishers Association last week asked the FCC to modify its procedure for filing comments on the commission's multiple-ownership proposal.

ANPA suggested that the commission allow comments by individual stations and newspapers and others to be submitted 30 days after the opening comments of parties such as ANPA and the National Association of Broadcasters, who plan to file broad, overview comments.

It would be helpful to individual newspapers and stations to see general comments before they make their submissions, ANPA said, and the two-step pro-

cedure would save duplication and simplify the proceeding.

ANPA added that, in the event the commission approves the proposal, no change would have to be made in the reply-comment procedure, except that the date set for replies would run from the filing of opening comments by individual broadcasters and publishers.

The commission's proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a television station or a newspaper (BROADCASTING, March 30). The deadline for comments and reply comments are respectively Jan. 15 and Feb. 12, 1971.

Rosel Hyde warns of creeping censorship

Ex-FCC chairman cites commission's increasing control over programing

Former FCC Chairman Rosel H. Hyde, now a Washington lawyer, thinks it is time for a study to be made of the FCC's licensing procedures.

Over the years, Mr. Hyde said, the commission's licensing procedures have evolved into policies that regulate program content. This, he said, is in violation of the First Amendment and Section 326 of the Communications Act which forbids the FCC from censoring programs.

Mr. Hyde was the principal speaker at the next-to-last regional conference of the National Association of Broadcasters held in Denver last Monday and Tuesday (Nov. 16 and 17). NAB President Vincent T. Wasilewski spoke in San Francisco last Thursday (Nov. 19) at the last of the six countrywide meetings that started in Atlanta last month (BROADCASTING, Oct. 26). The Denver meeting drew 288; the San Francisco meeting 268.

Congress, Mr. Hyde told his audience, never intended broadcasting to be a closely regulated industry. Broadcasting, he noted, was meant to operate in the field of free competition. A licensing system, he explained, is necessary only for technological reasons.

In discussing the move of the FCC more and more into the realm of program control, Mr. Hyde stressed that in his opinion the service of broadcasting is continually under public inspection; in fact, he added, broadcasting is dependent for its existence on public acceptance.

"Demand for regulation," he said, "implies that the public is not qualified to determine its own interests. It seems to me this is a strange concept to be

entertained in a society which believes in self government."

Another reason why program determination cannot be permitted to be exercised by the FCC, Mr. Hyde said, is that tastes and opinions are subjective, preventing the establishment of satisfactory criteria by a single body.

Commenting about the number of groups seeking to have the FCC impose their ideas of programing on broadcasters and the general public, Mr. Hyde said:

"We already have a serious threat of chaos in the administrative process. And the sad thing about it is that such procedures tend to stifle what should be a free, creative, dynamic innovative service."

Ironically, he said, the threat to free broadcasting is urged in the name of the consumer. Just as ironic, he added, are the fees that are charged by the FCC; this, he said, is another burden on free broadcasting.

During the day-and-a-half Denver meeting, broadcasters principally discussed the political broadcasting bill, CATV and the impending loss of cigarette advertising. Also discussed were local telephone rates, including interface connection charges.

Mr. Wasilewski, as he did in Atlanta, called on broadcasters to work together to overcome problems facing broadcasting, especially the political broadcasting bill (see page 42), CATV and other matters.

"NAB cannot do the job alone," he said. "No matter how many people he talks to or how persuasive or efficient he is, an employe of NAB does not have and cannot have the political muscle it takes to persuade a member of Congress on a difficult issue."

Challenged on renewal, Kittyhawk wants to sell

Kittyhawk Television Corp., faced with a petition by a competitor to deny the license renewal of its WKTR-TV Kettering-Dayton, Ohio, and designate it for evidentiary hearing, last week asked the FCC to take another course of action and allow it to sell the station.

Kittyhawk asked the commission to grant WKTR-TV's license renewal on the condition that the station is sold within a year, or to defer action on the renewal application pending the commission's receipt and consideration of an assignment application.

Kittyhawk's request stemmed from a petition to deny filed in September by Springfield Television Broadcasting Co., licensee of WKEF(TV) Dayton. Springfield alleged that principals of Kittyhawk had bribed an ABC representative to help WKTR-TV obtain a network affiliation and had concealed information

about the bribe and events relating to it from the court and the FCC (BROADCASTING, Sept. 7).

In its opposition to the Springfield petition, Kittyhawk acknowledged that in 1969 John Kemper, then board chairman of the company, paid \$50,000 to John Sullivan, ABC's local representative, for the services of a consultant—"John L. P. Daly Jr."—in helping WKTR-TV to secure the affiliation (BROADCASTING, March 2, et seq.). The "consultant" was nonexistent and apparently Mr. Sullivan pocketed the money, Kittyhawk said. It noted that Mr. Sullivan subsequently pleaded guilty to a charge of commercial bribery. However, Kittyhawk said, only "two or possibly three individuals engaged in improper activities without the knowledge or authority of the licensee corporation, the board of directors or 180 innocent stockholders." WKTR's allegation that there was a conspiracy involving many principals and the concealment of information is "totally unsupported and false," Kittyhawk said.

Kittyhawk further pointed out that when it learned of the transaction, it conducted an investigation, informed the commission of its findings and took "all reasonable steps to purge itself of the individuals involved in, or tainted by, the transaction in question."

Durgin says it's no time to retire

He sees strong future for commercial TV, despite cables, cassettes

Network television is neither dead nor dying, Don Durgin, president of NBC-TV, told the Hollywood Radio and Television Society last week. In his western appearance he was counterprogramming Mike Dann, recently retired CBS-TV programming chief, who a month ago told the same society that it was unlikely the networks would survive.

Mr. Durgin drew dead aim on Mr. Dann's remarks that television needed to restore the innovative practices of the early fifties (BROADCASTING, Oct. 19).

"Experimenting and gambling didn't end in the early fifties," said Mr. Durgin. "Count the television series that have come and gone on the three networks since 1947. There have been 1,300 of them—and add on triple, or is it quadruple, the number of discarded pilots."

Mr. Durgin said he had been "hearing and reading these things for over a

decade." He pointed out that back in 1958 *Fortune Magazine* wrote "perhaps the classic obituary . . . called 'TV: The Light that Failed.'" According to that article, Mr. Durgin recalled, "commercial television was supposed to self-destruct by the start of the nineteen-sixties."

The NBC-TV president said that both Nielsen and American Research Bureau reports show average television use at record levels. He called this a "remarkable vote of public confidence—the same kind of confidence in the present and future of television programming that led Americans last year to invest \$3.8 billion in new television sets, an amount even greater than the record \$3.6 billion invested by corporations in television advertising."

For the future Mr. Durgin sees more growth. In the next 10 years television homes will increase from the present 60.1 million to 72.6 million and viewing will rise to six and a half hours a day, he predicted.

Mr. Durgin thinks future competition from cable television has been oversold. Cable's future, he said, lies in a fragmented-audience operation, and for real expansion cable must penetrate the large cities where audience concentration is high. "But the large urban populations of lower-income families," he continued, "are not promising markets for a paid, specialized service—especially when mass-appeal programming is available free of charge."

Nor does he foresee a significant loss of audience to cassettes. Mr. Durgin said the home-player system will be a high-cost, individualized service and cannot succeed by duplicating existing types of television service. "It won't compete for the mass-market commercial-television services," he added. "At best it will only supplement that market."

As to the challenges that lie ahead for network television, Mr. Durgin thinks the footing is secure. "We are experienced in adapting to change," he said, "and we and our affiliates know how to compete for mass-audience attention. The networks will continue to exercise their capability to innovate and to change with the times. I can see nothing to rival the unprecedented national popularity commercial television now enjoys."

Minority hiring up sharply at networks

The City Commission on Human Rights in New York reported last week that employment of blacks and Puerto Ricans at ABC, CBS and NBC has increased by more than 100% since March 1968.

Mrs. Eleanor Holmes Norton, com-

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mission chairman, said that when the commission held hearings into minority employment in the communications industry in 1968, there were 713 blacks and Puerto Ricans on the payrolls of ABC, CBS and NBC, representing 6.5% of 10,888 employes. Subsequently, she added, the commission conducted negotiations with the networks and with advertising agencies, and as of this month the number of black and Puerto Rican employes has risen to 1,805, representing 14.8% of the total work force of 12,268 at the three networks.

Mrs. Norton also revealed that ABC, CBS and NBC have signed detailed agreements with the commission on future programs to hire, train and upgrade minority employes in all job categories. She called the gain "a truly important step toward full opportunity," but she sounded this caution to the networks: "Frequently, minority people have seen progress stalled or set back by a lag of interest in equal employment when times are bad."

Miami settlement passes muster

WPLG-TV renewed as FCC board permits expense repayment to challenger

The threat to Post-Newsweek Stations' ownership of WPLG-TV Miami officially ended last week. The FCC review board released an order approving an agreement under which a local group withdrew its challenge to Post-Newsweek. The order also renewed WPLG-TV's license.

The agreement calls for Post-Newsweek to reimburse Greater Miami Telecasters Inc. the \$63,500 the latter says it spent in prosecuting its mutually exclusive application for the channel-10 facility.

The board's decision came in the wake of a commission order in July approving a similar pay-off-and-withdrawal agreement ending a contest for Los Angeles channel 4, on which NBC's KNBC(TV) operates (BROADCASTING, July 6).

Like the commission's action, the board's decision cites the commission's Jan. 15, 1970, policy statement in approving the contest-ending agreement. But the latest case also has a wrinkle all its own.

The policy statement asserts that, in a comparative hearing involving a renewal applicant, the commission will favor the incumbent if it can demonstrate it has provided "substantial" service to the community. The statement was intended to reassure an industry shaken by the Boston decision, in which

the commission denied renewal to WHDH-TV and awarded the contested facility to a competing applicant—a decision affirmed two weeks ago by the U.S. Court of Appeals in Washington (BROADCASTING, Nov. 16).

The review board noted that Post-Newsweek, which owns WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla., acquired the Miami television station along with WCKY(AM) Cincinnati through a purchase the commission approved on Sept. 24, 1969, filed for renewal of WPLG-TV on Nov. 3, 1969, and was confronted with a challenge from GMT on Jan. 2, 1970. Two weeks later, the policy statement was issued; the joint petition to approve the withdrawal agreement was filed on Aug. 31 (see analysis, page 48).

The commission designated the competing applications for hearing on July 1 in an order in which it said that the Jan. 15 policy statement would apply to the hearing. It also said that, although Post-Newsweek had operated WPLG-TV for only 65 days before the competing application was filed, it would be allowed to show the extent to which its proposals for the station had been implemented.

"In light of GMT's undisputed allegation that it filed its application prior to the issuance of the policy statement on the basis of its belief that it would be entitled to a full comparative hearing with WPLG-TV, and the fact that the policy statement does not specifically cover the situation where a renewal applicant has recently gained control of a station," the board said, "fairness dictates" that the withdrawal agreement be approved.

Chicago O&O's come under fire

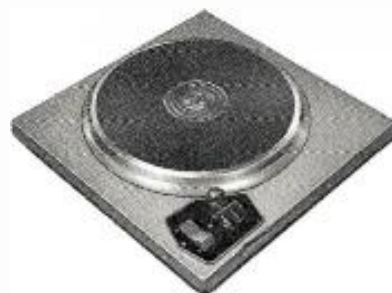
Three protest groups file against ABC, CBS, say others to follow

Three citizens groups have filed petitions to deny the license renewals of four network-owned radio and TV stations in Chicago and have asked the FCC to allow them more time to file against 10 other stations.

The petitions to deny, received by the FCC last week and directed against ABC-owned WLS-AM-TV and CBS's WBBM-AM-TV, were filed by the Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcasting Council Inc. A similar petition was filed against WCFL(AM) Chicago two weeks ago (BROADCASTING, Nov. 9).

The groups had indicated they would

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file against 42 Chicago-area stations when they asked the commission last month for more time to file denial petitions. They said they needed the time to complete their discussions with the stations (BROADCASTING, Oct. 26). The commission extended the Nov. 2 deadline to Nov. 16. However, last week the groups asked the commission to extend to Nov. 30 the deadline for filing against WIND(AM), WAIT(AM) and WJJD-AM-FM, all Chicago; to Nov. 23 for WMAQ-TV and WFLD-TV, both Chicago, and WTAQ-AM-FM La Grange, Ill., and to Dec. 7 for WEAU-AM-FM Evanston, Ill.

The petitions to deny the renewals of the WLS and WBBM stations charged that ABC and CBS have an "undue concentration of control of both Chicago and national media." They said network ownership "substantially hinders the expression of divergent views" and, because their corporate headquarters are outside the city, the networks lack the local contacts necessary to make local programing decisions.

They alleged that the networks interfere with the editorial freedom of their stations when editorials conflict with the corporate interests of either the parent company or its subsidiaries. "The effect of this narrow policy of corporate self-interest, at the expense of editorial freedom, is devastating," they said.

The groups also noted that WBBM-TV, WLS-TV and the other VHF's in Chicago (WMAQ-TV and WGN-TV), schedule their prime-time newscasts at the same time and other newscasts at nearly the same time—thus depriving viewers of the opportunity to compare viewpoints.

Tri-city V, Dallas FM go into Starr portfolio

Starr Broadcasting Group Inc. has added its first TV outlet and another FM to its list of broadcast properties with FCC approval of agreements to buy WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., and KEIR(FM) Dallas for an aggregate of \$5.5 million.

WCYB-TV was sold by Appalachian Broadcasting Corp. for \$5.2 million; KEIR(FM) by William Robert Elkins for \$300,000. Announcement of both sales follow commission approval two weeks ago of the sale of KOZN(AM) and KOWH-FM Omaha from Starr to black-owned Reconciliation Inc. for \$375,000 (BROADCASTING, Nov. 16).

The sale of the Omaha outlets was made subject to the outcome of a lawsuit by Thomas J. and David J. Lynch who contend they had an oral agreement to purchase the stations. A petition to deny approval of the sale, filed by Messrs. Lynch, failed to win commission approval. But, Reconciliation

agreed to delay consummation of the sale pending a district-court ruling.

Along with this trading, the commission simultaneously authorized the sale of Appalachian Broadcasting's WCYB(AM) Bristol, Va., to James S. Ayers for \$250,000. Appalachian Broadcasting is owned by Robert H. Smith, J. Fey Rogers, Charles M. Gore and Harry M. Daniel. Mr. Ayers owns the radio-TV representative firm that bears his name and WBAC(AM) Cleveland, Tenn. WCYB is a daytimer on 690 khz with 10 kw. Starr Broadcasting, New Orleans, owns KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. William F. Buckley Jr., columnist, TV commentator and owner of the *National Review*, is board chairman; Peter H. Starr is president. Starr Broadcasting stock is traded on the Midwest Stock Exchange.

WCYB-TV is the channel-5 affiliate of ABC-TV and NBC-TV with 85.1 kw visual and an antenna 2,220 feet above average terrain. KEIR(FM) is on 102.9 mhz with 9.7 kw and an antenna 200 feet above average terrain.

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

- WHH(AM) Portsmouth (Norfolk), Va.: Sold by Joe Speidel III and others to Ralph J. Baron for \$315,000. Mr. Speidel is principal owner of WPAL(AM) Charleston, WYNN(AM) Florence and WOIC(AM) Columbia, all South Carolina; WSOK(AM) Savannah, Ga., and WTMP(AM) Tampa, Fla. Mr. Baron has interests in WENZ(AM) Highland Springs, Va., and WCUM-AM-FM Cumberland, Md. WHH is full time on 1400 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

- KACL(AM) Santa Barbara, Calif.: Sold by Peter N. Potter and others to Mr. and Mrs. F. W. Carr, Alfred Fruhworth and Douglas Marsh for \$200,000. Mr. Potter is president, general manager and chief engineer for KACL. Mr. Carr owns KDAK(AM) Carrington, N.D., and Mrs. Carr is an officer and director of KDAK. Mr. Fruhworth is a farm entrepreneur and Mr. Marsh is an appliance and consumer-products salesman. KACL is a daytimer on 1290 khz with 500 w.

- WRKH(AM) Rockwood, Tenn.: Sold by Richard W. Holloway to Farnell and Ferrell O'Quinn, Eugene Rogers and Alvin Graham for \$140,000. Farnell O'Quinn owns WUFF(AM) Eastman and WUFE(AM) Baxley, both Georgia.



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70-39

Mr. Rogers is manager of WUFF and Mr. Graham manages WUFE. WRKH is a daytimer on 580 khz with 1 kw. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

■ WCYB(AM) Bristol, Va., and WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn.: Sold by Appalachian Broadcasting Corp.; AM to James S. Ayers for \$250,000; TV to Starr Broadcasting Group Inc. for \$5.2 million (see page 62).

■ KEIR(FM) Dallas: Sold by William Robert Elkins to Starr Broadcasting Group Inc. for \$300,000 (also see page 62).

Cable television:

■ Melbourne and Ormond Beach, both Florida: 50% interest in Florida TV Cable Inc. sold by Jerrold Corp. (multiple-CATV owner) to American TV & Communications Corp., Denver (multiple-CATV owner), which holds other 50%. Consideration: \$4 million cash. American owns systems in Arkansas, California, Florida, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, Nevada, North Carolina, Oklahoma, Oregon, Tennessee and Wisconsin.

■ GG Communications Inc., Boston-based television-motion picture production and distribution company, has acquired Revere Cablevision Co., holder of franchises for CATV systems in Easton, Norton and Raynham, all Massachusetts. An undisclosed amount of stock and cash was exchanged. Construction of the systems, which have a potential of 12,000 homes, is expected to begin by January.

It's hi-yo, Seiler, and ARB's saved

Founder of firm returns as consultant; stations start signing

Much of the fire went out of the rebellion of TV broadcasters against American Research Bureau's 1970-71 market reports last week after ARB announced the retention of James W. Seiler as a consultant and offered concessions to hold-out broadcasters.

The concessions:

■ Product-usage ratings, target of much complaint by broadcasters, most recently in a \$40,000 special study (BROADCASTING, Nov. 9, 16), will be

dropped from the ARB station reports for the 1971-72 broadcast year.

■ Stations that have refused to sign for 1970-71 will, if they sign now, get the same discounts and two-year price guarantees offered last July 1. So will those stations that lost discount rights and price protection by signing after the Sept. 1 cut-off date.

Dr. Peter Langhoff, who announced the changes, also announced that Mr. Seiler, a former owner of ARB and widely respected veteran of broadcast research, had been retained as a consultant and would take part in discussions with ARB clients.

Dr. Langhoff said Mr. Seiler would "advise ARB regarding product design and report frequency" and "will assist ARB in its marketing of the 1970-71 television local-market reports."

This move was hailed by many who had been critical not only of the rate rise ARB had invoked for 1970-71 but also what they regarded as ARB's failure to consider broadcasters' needs and wishes in designing its reports.

When the pricing concessions and agreement to drop product-use data next year also became known, many critics made clear that their spirit of insurrection had subsided. One leading critic observed: "The rebellion is over."

Among group-station owners that had

refused to sign for 1970-71, Cox, Storer, Corinthian and General Electric were reported as having signed—or agreed to sign—last week. There was no immediate indication as to what other group hold-outs, such as Avco, Meredith and Taft, might elect to do, but it was widely presumed that ARB would seek to resume negotiations.

ARB authorities also reported that in addition to the groups that had indicated they would return as subscribers, a number of individual station hold-outs had signed during the week.

Dr. Langhoff also said that in order to gain additional insight into broadcaster and agency needs, consultation with industry groups on 1971-72 product design would begin earlier than usual and that there would be a second round of consultations, after preliminary specifications had been drawn, before final specifications were set.

The first round of consultations, ARB said, will be held "in the near future" and will take the place of the meeting that had been scheduled for last Friday (Nov. 20) in an effort to heal the rift between ARB and its critics.

Mr. Seiler was understood to be active in his consultant's role last week. Since he sold ARB several years ago, he has operated Mediastat, a specialized media-research service.

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Company reports:

Ampex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported declines in sales and income for second quarter and six months periods ended Oct. 31. Board chairman William E. Roberts said the firm expects "an upswing in sales and earnings in the last half of fiscal 1971, although results for the year as a whole will un-

doubtedly be below those of last year."

For the six months ended Oct. 31:

	1971	1970
Earned per share	\$ 0.13	\$ 0.69
Sales	138,960,000	149,269,000
Net income	1,380,000	7,426,000
Shares outstanding	10,874,314	10,825,923

J. Walter Thompson Co., New York, reported a 4% increase in worldwide billings to \$540 million and a 10% increase in profits for the first nine months

of 1970 over the comparable period of 1969.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.51*	\$ 1.52
Worldwide billings	540,000,000	518,000,000
Commissions and fees	75,559,000	75,366,000
Net income	4,175,000	3,847,000

*Number of common shares outstanding for the first nine months of 1970 averaged 10% more than last year.

Wrather Corp., Beverly Hills, Calif.,

The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 19	Closing Nov. 12	Closing Nov. 5	1970		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	22 3/4	23 3/8	23 3/4	39 1/4	19 3/4	7,073	146,765
ASI Communications		O	1 3/4	2	2 1/4	7	1 3/4	1,789	3,667
Capital Cities	CCB	N	25 1/4	27 1/2	28 3/8	36 1/2	19 1/2	6,061	166,878
CBS	CBS	N	26 3/4	28	28 3/4	49 3/4	23 3/4	26,512	745,517
Corinthian	CRB	N	28 1/2	29	29 3/4	33 3/4	19 3/4	3,381	92,978
Cox	COX	N	17 1/4	18	17	24 3/4	10 1/4	5,789	97,660
Gross Telecasting	GGG	A	10 3/4	10 3/4	11 1/2	17 3/4	9 3/4	803	9,331
Metromedia	MET	N	17	17 3/4	16 1/2	22 3/4	9 3/4	5,733	92,416
Mooney		O	5 3/4	6	6 3/4	8 1/4	4 1/2	250	1,625
Pacific & Southern		O	13	13 3/4	13 3/4	23	7 1/2	1,636	21,268
Rahall Communications		O	16	19	18	19	5 1/2	1,040	15,725
Reeves Telecom	RBT	A	2 3/4	3	3 3/8	15 3/8	2	2,288	9,152
Scripps-Howard		O	18	18 1/4	17 3/4	25	14	2,589	46,602
Sonderling	SDB	A	20 3/4	23	23 3/4	34 3/4	10 1/4	991	23,655
Starr	SBG	M	9	8 1/2	8 1/4	18 1/4	7 1/2	461	3,748
Taft	TFB	N	22 1/4	20 3/4	19 3/4	29 3/4	13 3/4	3,712	74,240
								Total	70,108
									1,551,027
Broadcasting with other major interests									
Avco	AV	N	9 3/4	9 3/4	10 1/2	25 1/4	9	11,470	121,811
Bartell Media	BMC	A	4 3/4	4 1/2	5 3/4	14	3 3/4	2,254	11,540
Boston Herald-Traveler		O	29	29	30	44	24	574	17,220
Chris-Craft	CCN	N	7 3/4	8 3/4	9 3/4	11 1/2	4 3/4	3,797	24,187
Combined Communications		O	9 3/4	10 3/4	11	17	5 3/4	1,945	24,313
Cowles Communications	CWL	N	6 3/4	6 3/4	6 3/4	10 3/4	3 3/4	3,969	29,252
Fuqua	FQA	N	10 3/4	10	12 3/4	31 3/4	7	6,190	78,118
Gannett	GCI	N	29	29 1/4	28 3/4	29 3/4	18 1/2	7,117	199,276
General Tire	GY	N	17 3/4	18 3/4	18 3/4	20 3/4	12 3/4	18,434	303,239
Gray Communications		O	5 3/4	5 3/4	5 3/4	7 3/4	3 3/4	475	2,850
Lamb Communications		O	2 3/4	2 1/2	3	6	2	475	1,425
Lee Enterprises	LNT	A	15 3/4	16	16	20 3/4	12	1,957	21,527
Liberty Corp.	LC	N	14 3/4	14 3/4	15 1/2	21 3/4	13	6,744	102,239
LIN		O	5 3/4	6 3/4	7 1/4	11 1/2	3 3/4	2,244	17,660
Meredith Corp.	MDP	N	21 3/4	21 3/4	20 3/4	44 3/4	18	5,733	121,826
Outlet Co.	OTU	N	11 3/4	12 1/2	12 1/2	17 3/4	10	1,342	14,829
Plough Inc.	PLO	N	73	73 3/4	71	85	55	6,883	492,135
Post Corp.		O	10	10	10	17 1/2	8	713	7,130
Ridder Publications		O	14 3/4	14 3/4	14 1/2	22	9 3/4	6,217	90,147
Rollins	ROL	N	27 3/4	27 3/4	25 3/4	40 3/4	19 3/4	8,044	205,122
Rust Craft	RUS	A	25 1/2	26	25 1/2	32 1/2	18 1/2	1,159	30,134
Storer	SBK	N	19	20 3/4	20	30 3/4	14	4,223	79,181
Time Inc.	TL	N	35 1/2	35 1/2	33 3/4	43 3/4	25 1/2	7,257	240,207
Trans-National Comm.		O	1/2	1/2	1/2	4 1/2	1/2	1,000	620
Turner Communications		O	2 1/2	2 3/4	3	8 3/4	2 3/4	1,328	4,143
Wometco	WOM	N	16 1/4	16 3/4	17	20 1/4	13 3/4	5,817	98,889
								Total	117,381
									2,339,020
CATV									
Ameco	ACO	A	5 3/4	6 3/4	6 1/2	16	4	1,200	7,500
American TV & Comm.		O	16 3/4	16 3/4	13 1/2	24	10	1,775	23,963
Burnup & Sims		O	27 1/2	28 3/4	29 3/4	26 3/4	14	873	23,353
Cablecom-General	CCG	A	13 3/4	14 3/4	14 3/4	23 3/4	7 3/4	1,605	21,860
Cable Information Systems		O	2 3/4	2 3/4	3 3/4	5	3 3/4	955	3,343
Citizens Financial Corp.	CPN	A	12 3/4	11 3/4	11 3/4	17 1/2	9 3/4	994	10,546
Columbia Cable		O	8 3/4	10	10 3/4	15 3/4	6 3/4	900	8,775
Communications Properties		O	8	7 3/4	6 1/2	10 1/2	6	644	4,186
Cox Cable Communications		O	17 3/4	18	18 1/2	25	12	3,550	60,350
Cypress Communications		O	6 3/4	7 1/2	8	17 3/4	6	1,887	15,096
Entron	ENT	A	3	3 3/4	3 3/4	8 3/4	2 3/4	1,320	4,620
General Instrument Corp.	GRL	N	13 3/4	14	16 3/4	30 3/4	11 1/2	6,250	100,000
Sterling Communications		O	4	4 3/4	4	7 3/4	3	1,100	4,125
Tele-Communications		O	11	12 1/4	12	16 3/4	8 3/4	2,704	33,800
Teleprompter	TP	A	67 3/4	67 1/2	76 3/4	133 1/2	46	1,161	87,656
Television Communications		O	7 3/4	8	8 3/4	19 3/4	3 3/4	2,816	19,346
Vikoa	VIK	A	7 3/4	8	8 3/4	27 1/2	6 3/4	2,316	19,107
								Total	32,051
									447,680

diversified company which owns the TV series *Lassie* reported a 28.2% increase in revenues and a 16.6% rise in net income for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.44	\$ 0.44
Revenues	19,576,480	15,268,842
Net income	971,796	832,945
Shares outstanding	2,200,437	1,892,854

Note: Figures for 1969 have been restated to give effect to year-end adjustments.

Sonderling Broadcasting Corp., New York, reported continuation of increased revenues and profits for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.29	\$ 1.14
Gross revenues	17,324,000	13,412,000
Net income	1,297,000	1,133,000

Financial notes:

■ **Walt Disney Productions**, Burbank, Calif., declared the regular quarterly dividend of 7½ cents per share and a 2% stock dividend. Both are payable Jan. 1, 1971, to stockholders of record Dec. 1. The firm also set Dec. 21 as the date for the annual stockholders meeting to be held at the Wiltern Theater, Los Angeles.

■ **Fuqua Industries Inc.**, Atlanta, diversified company and group broadcaster, has reached an agreement in principle with Dombrico Inc., Delaware, to sell Fuqua subsidiary Varco-Pruden Inc. for \$10 million. Price approximates Fuqua's net investment in pre-engineered metal buildings manufacturing subsidiary. Dombrico is wholly owned subsidiary of Dominion Bridge Co. Ltd., Montreal, steel fabricator. Dominion Bridge had sales of \$170 million in 1969. Varco-Pruden, with sales of more than \$25 million in 1969, has plants in four states.

	Stock symbol	Ex-change	Closing Nov. 19	Closing Nov. 12	Closing Nov. 5	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	10	10%	11%	31½	8%	6,120	66,524
Disney	DIS	N	132½	127	126	158	89%	5,894	707,280
Filmways	FWY	A	7½	7½	7½	18½	5%	1,842	13,815
Four Star International	O		1¼	1¼	1¼	4	1½	666	1,166
Gulf & Western	GW	N	15%	15%	16½	20¼	9½	15,362	247,789
Kinney National	KNS	N	25%	25%	25%	36	20%	10,402	295,105
MCA	MCA	N	19%	20%	21%	26	11%	8,195	170,128
MGM	MGM	N	14	14½	14½	29½	12½	5,883	86,774
Music Makers	O		2½	2%	2%	9	2½	589	1,325
National General	NGC	N	15%	15%	16%	20¼	9	4,910	82,243
Tele-Tape Productions	O		2	2½	2½	6¼	1½	2,183	4,912
Transamerica	TA	N	11¼	12%	12%	26%	11%	63,630	803,010
20th Century Fox	TF	N	7½	8	8%	20½	6	8,562	72,777
Walter Reade Organization	O		2½	2%	3	8%	2½	2,414	7,846
Wrather Corp.	WCO	A	7¼	8%	9	4%	10%	2,211	19,899
Total								136,863	2,580,593
Service									
John Blair	BJ	N	14%	15%	14%	23½	10%	2,598	40,580
Comsat	CO	N	43%	46%	48	57%	25	10,000	463,700
Creative Management	CMA	A	10%	11%	12%	14¼	12%	1,182	15,803
Doyle Dane Bernbach	O		19%	21%	21	24½	13%	1,919	40,299
Elkins Institute *	O		9½	10%	10%	10%	10%	1,667	17,087
Foote Cone & Belding	FCB	N	8%	8%	7%	12%	7%	2,175	16,313
Grey Advertising	O		8%	9%	9%	13%	5%	1,207	11,310
LaRoche, McCaffrey & McCall	O		9	9	9	17	8%	585	5,265
Marketing Resources & Applications*	O		3	3¼	3¼	7	1	504	1,638
Movielab	MOV	A	2	2%	2%	7½	2	1,407	3,869
MPO Videotronics	MPO	A	5%	6	5%	9%	4%	558	3,415
Nielsen	O		37¼	38½	37	42½	26	5,299	192,089
Ogilvy & Mather	O		23%	22%	24	23%	14½	1,096	24,792
PKL Co.	PKL	A	3%	3%	3%	12%	2%	743	2,415
J. Walter Thompson	JWT	N	27½	28	27	36	21%	2,764	77,392
Wells, Rich, Greene	WRG	A	11%	12%	13%	14%	5	1,581	20,347
Total								33,105	917,589
Manufacturing									
Admiral	ADL	N	7%	8%	7%	14%	6½	5,158	41,264
Ampex	APX	N	14%	16%	16½	48½	12½	10,874	188,881
CCA Electronics	O		2%	2%	2%	5	1½	800	2,096
Collins Radio	CRI	N	11%	12%	14%	37¼	9	2,967	44,505
Computer Equipment	CEC	A	3%	4%	4%	12%	3½	2,406	10,226
Conrac	CAX	N	12	13%	13%	32¼	11	1,262	17,504
General Electric	GE	N	85%	85%	86%	87½	60%	90,884	7,804,209
Harris-Intertype	HI	N	47%	48½	49%	75	36%	6,308	31,225
Magnavox	MAG	N	31%	32	30%	38%	22%	16,429	505,669
3M	MMM	N	85%	86	89%	114%	71	56,058	4,939,831
Motorola	MOT	N	46%	47	50%	49%	31	13,334	634,432
RCA	RCA	N	22	23%	23%	34%	18%	66,926	1,522,567
Reeves Industries	RSC	A	2%	3%	3%	5%	2½	3,458	11,653
Telemation	O		11	13	12	24	8%	1,080	14,040
Westinghouse	WX	N	62	63	65%	69%	53%	39,803	2,567,294
Zenith	ZE	N	31%	32%	32	37%	22%	19,020	603,885
Total								415,589	16,939,281
Grand Total								807,077	26,775,136

Standard & Poor Industrial Average

91.01

92.41

92.51

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Oct. 29. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

*New additions to index.

Situation Wanted

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International

U.S., Mexico implement treaty

**State Dept. ceremony marks final agreement;
FCC immediately okays presunrise operation**

Secretary of State William P. Rogers and Mexican Ambassador Emilio Orabasa, in a brief State Department ceremony on Nov. 18, exchanged instruments of ratification—and two agreements affecting radio broadcasting in the U.S. and Mexico came into being, four years after negotiations on them had begun.

At the same time, the FCC adopted rules implementing provisions of the agreements that permit presunrise operations by some 250 class II daytime stations and power increases for 26 class IV stations within 100 kilometers (62 miles) of the Mexican border.

The Agreement concerning Radio Broadcasting in the Standard Broadcast Band (535-1605 khz) and the agreement concerning presunrise and post-sunset operation by daytime-only stations in both countries replace a 1957 treaty that expired at the end of 1967. Both countries have continued to honor the terms of that treaty. The new agreements run for five years but will be extended automatically unless renounced by either side.

Negotiations leading to the new agreements were begun in September 1966, and the two documents were signed in Mexico City on Dec. 11, 1968. They were ratified by the U.S. on July 2, 1969, but the Mexican Senate did not follow suit until two months ago.

The class II daytime stations now eligible to apply for authority to operate between 6 a.m. local time and their licensed sunrise times are those operating on Mexican I-A clear channels 730, 800, 900, 1050, 1220, and 1570 khz. The previous agreement with Mexico prohibited them from taking advantage of the commission rules adopted in 1967 permitting daytime-only stations to operate presunrise.

The agreement also permits some Mexican daytime stations on U.S. clear channels to operate with up to 500 w between sunset and 6 p.m. local time—the quid pro quo given up by negotiators for the presunrise agreement.

The permissible power for the American stations on the Mexican clear channels is their authorized daytime power or 500 w, whichever is less, or whatever

lesser power is necessary to afford treaty protection to foreign stations on the same channels.

The 26 border-area U.S. class IV stations affected by the treaty, and 21 Mexican stations near the border, are now eligible to apply for increases in daytime power to 1 kw. Sixteen stations of the U.S. and 12 Mexican stations will be required to coordinate their power increases with the other country.

The U.S. stations eligible to increase power without coordination are KXO El Centro, Calif., and KOTR Deming, N.M., on 1230 kc; KSOX Raymondville, Tex., and KSON San Diego, on 1240 kc; KSET El Paso and KFBR Nogales, Ariz., on 1340 kc; KVOY Yuma, Ariz., and KVOU Uvalde, Tex., on 1400 kc; KOBE Las Cruces, N.M., and KBEN Carrizo Springs, Tex., on 1450 kc, and KICO Calexico, Calif., on 1490 kc.

The stations required to coordinate their power increases with Mexico are KDLK Del Rio, Tex., and KSUN Bisbee, Ariz., on 1230 kc; KSFE Needles and KWXY Cathedral City, both California, KOLE Port Arthur and KVIC Victoria, both Texas, all on 1340 kc; KOWN Escondido and KYOR Blythe, both California, and KOLD Tucson and KAWT Douglas, both Arizona, all on 1450 kc; KARR Tucson, Ariz., and KIBL Beeville and KVOZ Laredo, both Texas, all on 1490 kc; KQIQ Santa Paula, Calif., and KTUC Tucson, Ariz., on 1400 kc. Provision is also made for a power increase on 1240 kc in Globe, Ariz., but no station is assigned there.

The general agreement, in addition, exempts a number of stations in each country from its technical requirements. Most are carried over from the previous treaty; the new ones include a Mexico City station on 1030 kc, authorized to operate at night with 20 kw with a directional antenna to provide protection for WBZ Boston, the dominant station on that clear channel; a similar agreement on 1180 kc that will protect WHAM Rochester, N.Y., and new authorization for WGTO Cypress Gardens, Fla., to operate nighttime with 10 kw on 540 kc. WGTO, a 50 kw daytimer, had been barred from nighttime operation.

Burnett to handle overseas from Chicago

Leo Burnett Co., Chicago, has moved its headquarters for foreign operations from London to Chicago and has named Thomas J. Fielding as chief executive officer of Leo Burnett International Inc., as well as president, the post he now holds in London. He will move to the U.S. and will report to Philip H. Schaff Jr., chairman of the parent agency.

David Dutton, until now chairman and chief executive of the international firm, will continue as chairman and be based in London. Burnett also has realigned executive responsibilities for agency offices around world. Mr. Fielding will have four regional managing directors reporting to him. Men and their areas are: Frank Grace, Australia and Asia; E. M. Sinclair, Europe; Joe Novas, Latin America, and Colin Hun-

ter, United Kingdom and Africa.

Burnett has just merged with Jackson Wain & Co., a major Australian agency (BROADCASTING, Nov. 16), bringing Burnett world operation to 38 offices in 26 countries.

CTV sells Halifax TV to CHUM radio-TV group

Canadian group station owner CHUM Ltd., Toronto, is buying CJCH-TV (ch. 5) Halifax, N.S., for \$1,333,333, and concurrently has agreed to sell 40% of the facility to seven individual Nova Scotians for a total of \$422,400, subject to Canadian Radio-Television Commission approval.

The current licensee of CJCH-TV is CJCH Ltd., Halifax, which is 75%-owned by the CTV Network Ltd., a private cooperative consisting of the television stations in the network.

CHUM Ltd. is controlled by A. F.

Waters, president and 80% stockholder, and owns CJCH(AM) Halifax, CFRA(AM) and CFMO(FM), both Ottawa, CHUM-AM-FM Toronto, 50% of CKPT(AM) Peterborough, Ont., and the Muzak franchise for Ontario. Last August, CHUM, which presently owns two-thirds of CKVR-TV (ch. 3) Barrie, Ont., agreed to purchase the remaining one-third interest from Ralph Snelgrove for \$970,000 plus 60,000 CHUM class B treasury shares, subject to CRTC approval.

The seven Nova Scotians purchasing 40% of CJCH-TV are: E. Finlay MacDonald, president of an industry development concern and former head of CJCH Ltd.; Clarence L. Gosse, F. Gordon Mack and S. C. Lannon, all medical doctors; W. J. MacInnes, lawyer, and Mr. and Mrs. Fred G. Sherratt. Mr. Sherratt is vice president of programming and operations for CHUM Ltd. and holds a minority interest in CFRS(AM) Simcoe, Ont.

FocusOnFinance

Broadcast advertising

William A. Murphy, senior account executive, J. Walter Thompson, Detroit, joins American Motors, Detroit, as manager of national advertising-passenger cars. **Richard D. Rogowski**, account executive, McCann-Erickson, Detroit, joins American Motors as manager of national advertising-Jeep vehicles. **Neil K. Hitz**, creative account executive and account supervisor, G & D Communications, Detroit merchandising firm, joins American Motors as manager of merchandising.

Howard L. Karp, with McCann-Erickson, New York, elected senior VP.

Myron Linder, creative director, BBDO, Los Angeles, and **Don Dickison**, creative director, BBDO, Cleveland, elected VP's.



Arthur Okun, general sales manager, Mutual Broadcasting System, New York, elected VP, sales, of network.

Emery T. Smyth, managing director of product-development workshop for Interpublic Group of Agencies,

Mr. Okun, New York, rejoins Foote, Cone & Belding, Chicago, as senior VP and member of account-management staff.

Thomas Carey, account supervisor, Benton & Bowles, New York, named VP.

Stuart Pittman, art director, Smith/Greenland, New York, elected VP and creative-group head.



Mr. Fitzgerald

Edward Fitzgerald, more than 30 years with J. Walter Thompson, Chicago, and manager of broadcast buying most of that time, retires Dec. 31.

Leonard Sass, network supervisor, Needham, Harper & Steers, New York, elected VP.

James S. Morgan, sales manager, WWJ-AM-FM Detroit, appointed sales manager WWJ-TV there. He is succeeded by **Wayne L. Lawrie**, national sales manager, WWJ-AM-FM. Mr. Lawrie is succeeded by **John H. Silvestri**, with WWJ-AM-FM.

John P. Barry, sales VP, Major Market Radio, New York, named VP for marketing and sales development. **Ernest W. Kitchen**, also with Major Market Radio, appointed Eastern sales manager.

Lawrence Della Corte, partner and senior VP, Davis, Parker, Vellanti, New York, joins Herbert Arthur Morris Advertising, New York, as VP, administration.

Paul Dietz, VP, creative-group head with Clyne Maxon, New York, joins Walter S. Chittick, Philadelphia agency, as VP, creative director.

Ronald D. Foth, with Byer & Bowman, Columbus, Ohio, agency, named VP, retail services. **E. Ray Wilkin** named

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TVB picks board members



Terry H. Lee, VP, TV Division, Storer Broadcasting Co., Miami Beach, was elected chairman, board of Television Bureau of Advertising, during TVB's annual meeting (see page 34).

Mr. Lee succeeds **Guy Main**, executive VP, Midwest Television, Champaign, Ill., whose term expired but who will serve next year as chairman ex officio. **Norman E. (Pete) Cash** was re-elected president TVB. Other officers chosen: **Albert J. Gillen**, president, Poole Broadcasting, Flint, Mich., succeeds Mr. Lee as secretary, and **James E. Conley**, VP and general manager, Meredith Corp., New York, was re-elected as treasurer.

executive VP; **Charles K. Hartle**, VP, creative services; **John Bowman**, VP, client services; and **Harold A. Gillespie**, VP, graphics.

Julia W. Varga, sales and traffic coordinator, John Blair, New York, joins American Research Bureau as manager of New York Arbitron division.

Alan F. Hockstader, account supervisor, BBDO, New York, joins Faberge, New York, as manager of advertising, publicity and sales promotion.

Mike Durand, account executive, Avco TV Sales, New York, appointed sales manager, Dallas. He succeeds **Charles R. Estlick**, who becomes sales manager, Cleveland.

Jody H. Brown, with Burke Dowling Adams division of BBDO, Atlanta, named assistant VP of division.

Robert Warner, account executive, KNXT(TV) Los Angeles, appointed national sales manager.

Larry Kirby, general manager, WOKO(AM) Albany, N.Y., joins WWDC-AM-FM Washington as general sales manager.

Peter Kadetsky, general manager, WDHD-FM Chicago, joins WEEI-AM-FM Boston as sales manager.

Myron J. Bennett, formerly with KFI(AM) and KABC-AM-FM both Los Angeles and NBC Radio, joins KXTC(FM) Glendale, Ariz., as program host and national sales director.

William T. Hadley, industrial media director, Kenyon & Eckhardt, Boston, joins BBDO there as media director.

Mario Botti and **Roy Carruthers**, art directors, Needham, Harper & Steers,

New members elected were: **Alexander W. Dannebaum Jr.**, senior VP, marketing, planning and development, Westinghouse Broadcasting Co., New York; **Henry (Hank) Greene**, VP, Television, RKO Television, New York, and **Carter C. Hardwick**, senior VP and general manager, WTOL-TV Toledo, Ohio.

Earlier this month **John F. Dickinson**, president, Harrington, Righter & Parsons, New York, was elected to board, following separate election by TVB's station-representative members. He succeeded **Frank Martin Jr.**, president, John Blair, New York, whose term had expired.

Members leaving board at expiration of their terms were **Don Kearney**, director of sales, Corinthian Broadcasting, who was chairman ex officio; **James Rupp**, director of marketing, Cox Broadcasting, New York, and **Arden Swisher**, VP, sales, KMTV(TV) Omaha.

New York, named executive art directors.

Peter G. Jenvold, teacher, Francis Willard School, Kansas City, Mo., appointed account executive, CBS/FM Sales, Chicago.

Sherman W. Adler, president of Lewron Productions, New York, joins the New York staff of CBS-TV sales as account executive.

Howard C. Vose, account executive, KFRC(AM) San Francisco, appointed national sales manager.

Marty Howard, formerly station manager, WKNT-AM-FM Kent, Ohio, joins WFAS-AM-FM White Plains, N.Y., as sales manager in charge of local advertising.

Roger H. Sheldon, general sales manager, WOKR-TV Rochester, N.Y., joins KHJ-TV Los Angeles as assistant general sales manager.

Sheldon Newman, assistant director of market research, Chesebrough-Pond's, New York, appointed market-research director. He succeeds **George S. Fabian**, appointed director, market development and research.

Gary Hall, art director, LaRoche, McCaffrey & McCall, New York, appointed art and TV-group head.

Marc McKinney, with KFMB-AM-FM San Diego, joins KFMX-FM there as local sales manager.

Stuart Bresner, art director-producer, Richard K. Manoff, New York, joins Dodge & Delano, New York, in similar capacity.

Lloyd T. Brummett, formerly with Tele-Rep, New York, joins Alpha Omega

Co., newly formed broadcast-service firm in Sapulpa, Okla., as VP. He will direct operations of basic radio-advertising-sales-school division of firm in Tulsa, Okla.

Astera Argyris, with Gaynor & Ducas, New York, joins Jacqueline Brandwynne Associates, agency there, as copy supervisor.

Harold C. Kurfels, VP-marketing, Meta-Language Products, New York, computer software firm, joins LaRoche, McCaffrey & McCall, New York, as account executive. **Stephen Margaritov**, media research supervisor, Dodge & Delano, New York, joins LaRoche in same capacity.

Steve Wyman, account executive, WGSB(AM) Miami, appointed assistant sales manager supervising local sales.

Robert Z. LaTerza, marketing manager, Arndt, Preston, Chaplin, Lamb & Keen Philadelphia, agency, appointed director marketing and research, WDVR(FM) Philadelphia.

Media



Mr. Cooney

Lloyd E. Cooney, executive VP and general manager, KIRO-AM-FM-TV Seattle, named president of KIRO Inc., licensee of stations. In addition, he is named to board of Bonneville International, parent of KIRO.

M. Franklyn Warren, VP of NBC International and president, management-services division of NBC Educational Enterprises, New York, resigns. No future plans are announced.

William L. McGee, general sales manager, KEMO-TV San Francisco, joins WATL-TV Atlanta, as general manager. Both are U.S. Communications stations.

John R. Lease, operations manager, WPGH-TV Pittsburgh, appointed station manager.

Stanley Kaufman, formerly deputy chief of FCC's CATV task force, and more recently president, Continental CATV, Hoboken, N.J., multiple-CATV owner, subsidiary of Vikoa, joins NBC, New York, as senior attorney.

Alan C. Tindal, WSPR(AM) Springfield, elected president, Massachusetts Broadcasters Association succeeding **Arnold S. Lerner**, WLLH-AM-FM Lowell. **Thomas M. McAulliffe**, WSRD(AM) Marlboro, elected VP; **Perry S. Ury**, WRKO(AM)-WROR(FM) Boston, elected secretary; and **Winthrop P. Baker**, WBZ-TV Boston, elected treasurer.

C. K. Perkins, VP, electronics division, Kaiser Aerospace and Electronics, Phoenix, named general manager of all CATV activities of Kaiser. **Gordon K. Wood**, executive assistant for Kaiser CATV activities, named manager of operations of Kaiser's CATV division.

Donald J. Phillips, president and chief executive officer, Optical Sciences Corp., San Francisco, joins Nation Wide Cablevision, CATV subsidiary of Kaufman & Broad, Los Angeles, as VP and general manager.

Dan Morris, VP, programing, WCOL-AM-FM Columbus, Ohio, appointed executive VP.

John L. Harris, operations manager, WKRG-AM-FM Mobile, Ala., named VP and general manager of WLPR-FM there.

Jimmy Springer, account executive and sales manager, KRYS(AM) Corpus Christi, Tex., appointed general manager.

William P. Rife, sales executive, WTVR-AM-FM Richmond, Va., appointed station manager.

Jay Albright, director of promotion and public relations, WAVI(AM)-WDAO-FM Dayton, Ohio, joins KTBT-FM Garden Grove, Calif., as station manager.

Jack Ambrozic, general sales manager, WNCR-FM Cleveland, appointed general manager.

Reg Streater, general manager, KCCN(AM) Honolulu, appointed general manager KACE-AM-FM, there.

James Sears, with WEBB(AM) Baltimore, appointed general manager.

Lois Rasmussen, with KFRE-AM-FM-TV Fresno, Calif., named business manager.

Julianna Royal, director of business affairs, TV broadcasting division, Christ-Craft Industries, Los Angeles, joins Northern Television, group owner, as controller. Northern owns KBYR(AM), KNIK(FM), KTVA(TV) all Anchorage, and KFRB(AM)-KTVF(TV) Fairbanks, all Alaska.

Programing

James R. Spence Jr., coordinator, ABC's *Wide World of Sports*, New York, named VP, program planning, ABC Sports, New York.

Joe Cuff, president, Robert E. Eastman, New York, named executive VP, American Independent Radio, Los Angeles.

Larry Vernon, executive VP, Screen Gems International, New York, resigns. Future plans are unannounced.

Richard Lebre, West Coast sales manager, Pathé Laboratories, New York, joins Movielab-Hollywood, as VP in charge of sales.

Walter A. Hanley, with Cinema Center

100, division of CBS, New York, joins Four Star International Inc., Los Angeles, as VP.

Jordan P. Davis, supervisor, business affairs department, Warner Bros. TV, Burbank, Calif., appointed VP, business affairs.

Bob Fisher, producer-director and principal, Robert Fisher Productions, Detroit, joins Canyon Films, Phoenix, as productions manager.

Joseph Polito, supervisor of studio management, ABC-TV, New York, joins Lewron Television there as supervisor of technical operations.

Robert Lopez-Cepero, with WBZ-TV Boston, joins KYW-TV Philadelphia as producer-director.

Steve Friedman, producer, Chuck Barris Productions, Los Angeles, joins Ralph Andrews Productions there as head of daytime development.

Warren Williamson, associate producer, Ralph Andrews Productions, Los Angeles, named producer-at-large, program-development division.

Steven R. Jaeger, with Ruben, Montgomery & Associates, Indianapolis, joins National Teleproductions Corp., there as client-relations director.

News

Ridge Shannon, producer and assignment editor for WRC-TV Washington, joins WXYZ-TV Detroit as news director.

Alan M. Landay, with WPGH-TV Pittsburgh, joins WBOC-AM-FM-TV Salisbury, Md., as news director.

Walter May, president, WPKE-AM-FM Pikesville, elected president, Kentucky Associated Press Broadcasters Association.

Rick La Pierre, producer, WBZ-AM-FM Boston, joins WKXL(AM) Concord, N.H., as news and public-affairs director.

Joe Pellegrino, sportscaster, WNAC-TV

Boston, joins KGO-TV San Francisco as sports director.

Marv Albert, sports director, WHN(AM) New York, joins WNBC-AM-FM there as sports director.

Thom Beck, newsman, KRLA(AM) Pasadena, Calif., joins KCBS(AM) San Francisco as editor and reporter.

Paul Lynch, correspondent, MBS News, Sydney, Australia, joins WCBS-TV New York as general-assignment correspondent.

John Domenick, formerly program director, WPAR(AM) Parkersburg, W. Va., joins WTRF-TV Wheeling, W. Va., as news editor and weather reporter.

Roland Smith, co-anchor man and correspondent, WNEW-TV New York, joins WCBS-TV there as correspondent.

Bill Kenneally, formerly news director, KHIS(AM) Los Angeles, joins KABC(AM) there as newscaster-writer.

Larry Henthorn, formerly with WIOK(AM) Normal, Ill., and **Del McLachlan** join WTXA-AM-FM Springfield, Ill., as newsmen.

Equipment & engineering

John Pranke, with Kaiser CATV, Phoenix, appointed director of engineering.

Stephen Blum, assistant coordinator in Governor Nelson Rockefeller's re-election campaign, appointed director, package projects, CBS Electronic Video Recording Division, New York.

Stephen Russell, staff VP, operations staff administration, RCA, New York, named staff VP, product and market planning. He will have responsibility for product planning, new product developments and marketing analysis.

James M. Grainger, formerly with WGOE(AM) Richmond, Va., rejoins station as chief engineer.

Promotion

Richard F. Ahles, director of public relations, Broadcast Plaza Inc., licensee of WTIC-AM-FM-TV Hartford, Conn.,

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named VP for public affairs.

Robert M. Grebe and **William C. North**, with PR Associates, New York, named VP's.

Gordon A. Hellmann, director of administration, Warner Bros. TV, Burbank, Calif., named director of advertising, promotion and publicity.

John Stephen Crowley, business manager and director of public relations, Washington Darts soccer team, joins WTTG(TV) Washington in newly created position of manager of press relations.

Kathy Hobbie, reporter and editor, *Hunterdon County Democrat*, Flemington, N.J., joins WMCA(AM) New York, as assistant director of publicity and advertising.

G. Mathis Sleeper, director of economic development, Burlington county, N.J., joins New Jersey Public Broadcasting Authority as director of development. He will be responsible for soliciting contributions for noncommercial network's operations.

Judy Bagley, with WCOL-AM-FM Columbus, Ohio, appointed community needs and interests director.

Allied fields

Sylvester (Pat) Weaver, president, 1953-1955, and chairman, 1955-1958, NBC, New York, and presently private communications consultant, joins *Show Magazine*, film, theater and television publication, New York. His exact position is not yet known.

John Frain, chairman and president,

Mutual Broadcasting, Los Angeles, elected chairman of People-to-People Inc. by President Nixon, who is honorary chairman of private organization which seeks world peace by promoting understanding among people of all nations. He succeeds the late **George V. Allen** (BROADCASTING, July 20).

Dr. Sidney B. Head, professor, Florida Technological University, Orlando, joins Temple University, Philadelphia, as professor of communications.

Bill E. Brock, with KCBS-AM-FM San Francisco, joins Columbia School of Broadcasting, San Francisco, as manager, broadcast division.

Deaths

C. Robert Thompson, 63, VP, consultant, and former general manager, WBEN Inc., licensee of WBEN-AM-FM-TV Buffalo, N.Y., died Nov. 17 in Buffalo General hospital after long illness. He joined WBEN(AM) in 1944, was named station manager shortly thereafter; he helped found WBEN-FM in 1946 and WBEN-TV in 1948. He resigned as general manager of stations in 1967, but remained as VP and consultant.

Arthur C. Davis, 62, VP, audio controls division, Altec Lansing, Anaheim, Calif., died Nov. 7 in Santa Ana, Calif. He was involved in development of many audio devices including magnetic film recorder system, program equalizers, graphic equalizers, filter sets and loudspeakers. He is survived by his wife,

Virginia, two sons and two daughters.

Ken Jones, 43, sports director, WHTN-TV Huntington, W. Va., and **Gene Morehouse**, 48, sports announcer for Marshall University football games carried on WGNT(AM) Huntington, died Nov. 14 in airplane crash that killed all passengers aboard flight returning Marshall football team to Huntington. Mr. Jones is survived by his wife, Lois, and three sons; Mr. Morehouse is survived by his wife, Genevieve, and six children.

William S. Gailmor, 60, medical writer and one-time radio news commentator, died Nov. 14 of brain tumor in Norwalk hospital, Norwalk, Conn. He had worked on radio news desk of New York *Daily News* and was analyst on WJZ(AM) New York, and reporter and analyst on WHN(AM) there in late forties. Until his fatal illness he produced and directed discussion program on WMMM(AM) Westport. He is survived by his wife, Elaine, daughter and two sons.

Jules Laventhol, 34, freelance television film editor, died of cancer in London Nov. 11. He at one time worked for CBS News in New York on documentaries, including *Harvest of Shame*. He is survived by his wife, Helen, and two sons.

William B. C. Burgoyne, 49, president, Niagara District Broadcasting, licensee of CKTB-AM-FM St. Catharines, Ont., died Nov. 14 of heart attack while hunting on Lake St. Clair, Ont. He is survived by his wife, Dorothy, son and two daughters.

ForTheRecord

As compiled by BROADCASTING, Nov. 10 through Nov. 17 and based on filings, authorizations and other FCC actions. Abbreviations: Alt.—alternate. ann.—announced.

ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night.

PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.



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■ *Alliance, Ohio—Ohio Educational TV Network Commission. Seeks UHF ch. 45 (656-662 mhz); ERP 879 kw vis., 174 kw aur. Ant. height above average terrain 1,355 ft.; ant. height above ground 1,270 ft. P.O. address: c/o Dave L. Fornshell, 21 West Broad Street, Suite 609, Columbus, Ohio 43215. Estimated construction cost \$918,364; first year operating cost \$106,000; revenue none. Geographic coordinates 40° 52' 36" north lat., 81° 07' 20" west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-25GA. Legal counsel Cohn and Marks, Washington; consulting engineer Jansky and Bailey, Washington. Principals: Dave L. Fornshell, executive director, et al. Ann Oct. 22.

■ *Bowling Green, Ohio—Ohio Educational Television Network Commission. Seeks UHF ch. 27 (548-554 mhz); ERP 498 kw vis., 99.6 kw aur. Ant. height above average terrain 1,061 ft.; ant. height above ground 1,100 ft. P.O. address: c/o Dave L. Fornshell, Columbus 43215. Estimated construction cost \$548,663; first-year operating cost \$85,000; revenue none. Geographic coordi-

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Summary of broadcasting

Compiled by FCC, Nov. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,298	2	16	4,316	61	4,377 ¹
Commercial FM	2,127	0	48	2,175	124	2,299
Commercial TV-VHF	498	2	14	512 ²	14	526
Commercial TV-UHF	151	0	33	184 ²	110	294
Total commercial TV	649	2	47	696	124	820
Educational FM	414	0	19	433	41	474
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	101	0	10	111	12	123
Total educational TV	177	0	19	195	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on non-reserved channel.

nates 41° 08' 23" north lat.; 83° 53' 18" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Cohn and Marks, Washington; consulting engineer Jansky and Bailey, Washington. Principals: Dave L. Fornshell, executive director, et al. Ann. Nov. 3.

■ *Cambridge, Ohio—Ohio Educational Television Network Commission. Seeks UHF ch. 44 (650-656 mhz); ERP kw vis., 84.8 kw aur. Ant. height above average terrain 1,293 ft.; ant. height above ground 1,189 ft. P.O. address: c/o Dave L. Fornshell, Columbus 43215. Estimated construction cost \$628,669; first-year operating cost \$85,000; revenue none. Geographic coordinates 40° 05' 18" north lat.; 81° 17' 38" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal engineer Jansky and Bailey, Washington. Principals: Dave L. Fornshell, executive director, et al. Ann. Nov. 3.

■ *Dayton, Ohio—Ohio Educational Television Network Commission. Seeks UHF ch. 45 (656-662 mhz); ERP 515 kw vis., 103 kw aur. Ant. height above average terrain 1,166 ft.; ant. height above ground 1,064 ft. P.O. address: c/o Dave L. Fornshell, Columbus 43215. Estimated construction cost \$549,566; first-year operating cost \$85,000; revenue none. Geographic coordinates 39° 44' 04" north lat.; 84° 15' 35" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Cohn and Marks, Washington; consulting engineer Jansky and Bailey, Washington. Principals: Dave L. Fornshell, executive director, et al. Ann. Nov. 3.

Actions on motions

■ Chief, Broadcast Bureau, on request of Mississippi Authority for Educational Television, extended through Nov. 27 time to file responses to petition for rulemaking in amendment of TV table of assignments (Booneville, Clarksdale, Columbia, Columbus, Hattiesburg, Natchez, Oxford and Senatobia, all Mississippi.) Action Nov. 12.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), TV proceeding, scheduled prehearing conference for Dec. 1 (Docs. 18817-8). Action Nov. 9.

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted motion by Chapman Radio and Television Co. for leave to amend application in order to reflect consummation of sale by them of common carrier radio facility formerly licensed to them (Docs. 15461, 16760-1, 16758). Action Nov. 10.

Other actions

■ Review board in Washington, TV proceeding, granted petition by United Television Inc. and United Broadcasting Inc. to enlarge issues to determine whether Washington Community Broadcasting is financially qualified (Docs. 18559, 18561-63). Action Nov. 10.

■ Review board in Hammond, Ind., TV proceeding, adopted order dismissing, at request of Aben E. Johnson Jr., application for extension of time to construct WAXN(TV) at Hammond; canceled CP, and deleted call letters (Doc. 19037). Action Nov. 9.

■ Review board in New York, TV proceeding, granted request for extension of time, filed Nov. 9 by Broadcast Bureau (Docs. 18711-18712). Action Nov. 9.

■ Review board in High Point, N.C., TV proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed July 21 by Furniture City Television Inc. (Docs. 18906-18907). Action Nov. 13.

Rulemaking petitions

■ State College, Pa.—FCC proposed amendment of TV table of assignments by assigning UHF ch. 29 to State College. Action Nov. 10.

Call letter application

■ Heard Broadcasting Inc., Leesburg, Fla.—Receives WLIC-TV.

Call letter action

■ Channel Seventeen Inc., Columbia, Mo.—Granted KCBJ-TV.

Existing TV stations

Final actions

■ WBZ-TV Boston—Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. at main trans. location. Action Nov. 10.

■ WMC-TV Memphis—FCC denied motion by Scripps-Howard Broadcasting Co. to strike portions of reply pleading by Allen Black Jr. and others, opposing application of Scripps-Howard for renewal of license for WMC-TV. Action Nov. 10.

Actions on motions

■ Chief, Broadcast Bureau, granted request of Jersey Cape Broadcasting Co., licensee of WCMC-TV Wildwood, N.J., and extended through Nov. 16 time to file reply comments in amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Nov. 12.

■ Chief, Office of Opinions and Review in Indianapolis (Indiana Broadcasting Corp. (WISH-TV)), TV proceeding, granted joint request by Sarkes Tarzian Inc. (WTTV(TV)) and RJN Broadcasting Inc., and extended to Nov. 13 time to file responsive pleadings to pending petition for reconsideration and grant without hearing filed by Indiana Broadcasting Corp. (Doc. 18983). Action Nov. 5.

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV Broadcasting Co. for dismissal of application of proceeding, denied petition by Birmingham Television Corp. (WBMGT(TV)) (Docs. 15461, 16760-1, 16758). Action Nov. 6.

■ Hearing Examiner Forest L. McClennen in Boston (RKO General Inc. (WNAC-TV)), TV proceeding, canceled hearing on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc. and Dudley Station Corp., all Boston, scheduled for Nov. 16 (Docs. 18759-61). Action Nov. 12.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WOI-TV Ames, Iowa (Iowa State University of Science and Technology) Amendment dated Aug. 7, 1970, reduces network rate to \$701; effective Jan. 1, 1971.

■ WJRT-TV Flint, Mich. (Poole Broadcasting Co.) Contract dated Sept. 25, 1970, replaces one dated March 12, 1970; effective Oct. 1, 1970, to Oct. 1, 1972. First call right. Programs delivered to WXYZ-TV Detroit. Network rate, \$1,250; effective Jan. 1, 1971, \$1,209; compensation paid at 30% prime time; 82% deduction.

■ KCFW-TV Kalispell, Mont. (KMSO-TV Inc.) Contract dated Aug. 31, 1970; replaces one dated

July 3, 1968; effective June 1, 1970, to June 1, 1972. First call right. Programs delivered to Spokane, Wash., and Salt Lake City AT&T test-boards. Network rate, \$100; effective Jan. 1, 1971, \$97; compensation paid at 30% prime time; 133.33% deduction, effective Jan. 1, 1971, 100%.

■ KGVO-TV Missoula, Mont. (KMSO-TV Inc.) Contract dated Sept. 2, 1970, replaces one dated Aug. 31, 1970; effective July 1, 1970, to July 1, 1972. First call right. Programs delivered to Spokane, Wash., and Salt Lake City AT&T test-boards. Network rate, \$500; effective Jan. 1, 1971, \$484; compensation paid at 30% prime time.

■ KHOL-TV Kearney, Neb. (Bi-States Co.) Contract dated July 28, 1970, replaces one dated Oct. 22, 1969; effective Oct. 1, 1970, to Oct. 1, 1972. First call right. Programs delivered to station. Network rate, \$600; effective Dec. 1, 1971, \$561; compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WICD-TV Champaign, Ill. (Plains Television Corp.) Amendment dated June 30, 1970, increases network rate from \$175 to \$236, effective Jan. 1, 1971.

New AM stations

Starts authorized

■ WKVI Knox, Ind.—Authorized program operation on 1520 khz, 250 w.-D. Action Nov. 3.

■ WKOU Wellston, Ohio—Authorized program operation on 1330 khz, 500 w.-D. Action Sept. 11.

Final action

■ Kodiak, Alaska—Loren F. Bridges. Broadcast Bureau granted 570 khz, 500 w, 1 kw-LS, U. P.O. address: 3555 Harding Avenue, Honolulu 96816. Estimated construction cost \$11,353.93; first-year operating cost \$12,500; revenue \$35,000. Principals: Loren F. Bridges, sole owner. Mr. Bridges is general manager of KAIM-AM-FM Honolulu and is radio consultant. Action Nov. 10.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, granted petition by Martin Lake Broadcasting Co. for leave to amend application to reflect fact that one of officers and directors has returned to New Baptist Complex in Baptist Hospital, Birmingham, Ala., to study in field of radiology (Docs. 18782-3). Action Nov. 10.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, in view of pendency of community survey issue herein, suspended proceeding pending clarification of community survey issue (Docs. 18856, 18858). Action Nov. 10.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, granted supplemented petition by George E. Worstell for leave to amend application to indicate that he has been unable to obtain new site, but now proposes to decrease ant. height, subsequently increased, to that originally approved by FAA, subject to condition that any grant hereunder is subject to approval by FAA of now proposed ant. system (Docs. 18856, 18858). Action Nov. 4.

■ Hearing Examiner Charles J. Frederick in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, because of unavoidable conflict with examiner's hearing schedule, rescheduled hearing for Dec. 22 (Docs. 18959-60). Action Nov. 6.

■ Hearing Examiner Millard F. French in Montezuma, Ga. (Macon County Broadcasting Co.), AM proceeding, scheduled further prehearing conference for Dec. 7, and continued hearing presently scheduled for Dec. 7, to date to be set at further prehearing conference (Doc. 19012). Action Nov. 9.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. and Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, set procedural dates and scheduled hearing for Jan. 25, 1971 (Docs. 13341-2, 13344). Action Oct. 6.

■ Hearing Examiner Forest L. McClennen in Buffalo, Minn. (Wright County Radio Inc. and Wright County Broadcasting Co.), AM proceed-

ing. granted motion by Wright County Radio Inc. and extended to Dec. 1, time to file proposed findings of fact and conclusions of law, and to Dec. 14, time to file reply findings (Docs. 18843-4). Action Oct. 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, granted petition by applicant for leave to amend application in financial portion (Doc. 18869). Action Nov. 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill. (Doyle Ray Flurry and Virginia Broadcasting Corp.), AM proceeding, scheduled hearing for Jan. 21, 1971 (Docs. 19024-5). Action Nov. 9.

Other action

■ Review board in Youngstown, Ohio. AM proceeding, denied appeal from presiding officer's adverse ruling, filed Sept. 1 by Media Inc. (Docs. 18768-18769). Action Nov. 11.

Call letter applications

■ Community Broadcasting Co., Monroe, Ga.—Requests WKUN.

■ Siouxland Broadcasting Inc., Luverne, Minn.—Requests KQAD.

■ Cotton Valley Broadcasting Co., Bay Springs, Miss.—Requests WHII.

Designated for hearing

■ Pine Bluff, Ark.—FCC set for hearing applications of James J. B. Scanlon to change operation of KCAT Pine Bluff, from 1530 khz, 250 w-D, to 1340 khz, 250 w-N, 1 kw-LS; and Lovelle Morris (Jack) Beasley for new AM, on 1340 khz, 250 w-N, 1 kw-LS. Action Nov. 10.

Existing AM stations

Application

■ KSON San Diego—Seeks CP to increase D power to 1 kw. Ann. Nov. 13

Final actions

■ KFQD Anchorage—Broadcast Bureau granted CP to install new trans. for aux. use on 10 kw. Action Nov. 10.

■ KOAD Lemoore, Calif.—Broadcast Bureau granted CP to increase D power from 250 w to 1 kw, install new trans.; conditions. Action Nov. 10.

■ KROY Sacramento, Calif.—Broadcast Bureau granted CP to install new trans. for alt. main N and aux. D use on 250 w, 1 kw. Action Nov. 10.

■ KRSA Salinas, Calif.—Broadcast Bureau granted CP to change trans. location to County Road 1.3 miles northeast of County hospital, Salinas, and increase ant. height; conditions. Action Nov. 10.

■ WDAY Ormond Beach, Fla.—Broadcast Bureau granted CP to change ant.-trans. location to State Road S-415, 2 miles west of Ormond Beach, and decrease ant. height. Action Nov. 10.

■ WGKR Perry, Fla.—Broadcast Bureau permitted remote control. Action Nov. 6.

■ WXCL Peoria, Ill.—Broadcast Bureau granted CP to install new trans. for alt. main use on 1 kw-DA-2. Action Nov. 10.

■ KLEO Wichita, Kan.—Broadcast Bureau granted CP to move alt. main N-aux. D trans. to 5610 East 29th Street, Wichita. Action Nov. 10.

■ WAGM Presque Isle, Me.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from WAGM-TV studio, Maysville Road, Presque Isle; conditions. Action Nov. 10.

■ WPON Pontiac, Mich.—Broadcast Bureau granted mod. of license covering operation by remote control from 300 Riker Building, 35 Huron Street, Pontiac, using 1460 khz 500w, 1 kw-DA-N-U; conditions. Action Nov. 10.

■ WKOK Sunbury, Pa.—FCC granted Sunbury Broadcasting Corp., license, license to cover CP to change D operation from directional to non-directional with 10 kw. Action Nov. 10.

■ WIZO Franklin, Tenn.—Broadcast Bureau granted CP to change from directional to non-directional operation; conditions. Action Nov. 10.

■ WDIA Memphis—Broadcast Bureau granted CP to install new trans. for alt. main-aux. at 2265 Central Avenue, Memphis. Action Nov. 10.

■ KEYS Corpus Christi, Tex.—Broadcast Bureau granted CP to increase N power from 500 w to 1 kw, and change ant.-trans. location to south side of State Highway 44, 0.2 mile east of Flato Road; conditions. Action Nov. 6.

■ KBUY Fort Worth—Broadcast Bureau granted CP to install new trans. for alt. main N and aux. D on 1 kw, 50 w, DA-2. Action Nov. 10.

■ KBER San Antonio, Tex.—Broadcast Bureau

granted CP to increase MEOV. Action Nov. 10.

■ WREL Lexington, Va.—Broadcast Bureau granted CP to install new trans. for aux. use on 250 w. Action Nov. 10.

Actions on motions

■ Chief, Office of Opinions and Review in Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM proceeding, granted motion by Monroe Broadcasting Co. and extended through Nov. 20, time to prepare and file petition requesting reconsideration of order designating Walton Broadcasting Co.'s license renewal application for hearing (Doc. 19011). Action Nov. 3.

■ Hearing Examiner Isadore A. Honig in Monroe, Ga. (Walton Broadcasting Co.), renewal of license of WMRE, on oral request of applicant, postponed Nov. 10 prehearing conference to Dec. 10 (Doc. 19011). Action Nov. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted motion by Rock City Broadcasting Inc. to suppress interrogatories by Jay Sadow on Oct. 14; ordered that hearing on issue added by board's order released Oct. 27 shall be governed by procedural schedule set forth on record of conference of Nov. 9 (Docs. 18901-2). Action Nov. 9.

Final actions

■ WBMA Beaufort, N.C.—FCC ordered Richard Ray Cummins, licensee, to forfeit \$100 for willful or repeated failure to observe rules in that renewal application was not filed at least 90 days prior to expiration date of license. Action Nov. 10.

Call letter applications

■ WLCB, Moulton Broadcasting Co., Moulton, Ala.—Requests WHYI.

■ WBCI, Williamsburg Broadcasting Co., Williamsburg, Va.—Requests WMBG.

Call letter actions

■ KKID, Conejo Broadcasters, Thousand Oaks, Calif.—Granted KGOE.

■ WALT, Sun-Coast Radio Inc., Tampa, Fla.—Granted WQYK.

Presunrise service authority

■ Broadcast Bureau granted following AM's PSA from 6:00 am to sunrise times specified in instrument of authorization, with D ant. system and with power as shown: WAAN Waynesboro, Tenn., 500 w. Action Aug. 27; KKNY San Marcos, Tex., 250 w. Action Sept. 17; WTRS Dunnellon, Fla., 500 w. Action Sept. 18; WKOV Wellston, Ohio, 500 w. Action Oct. 22; WASR Wolfeboro, N.H., 500 w. Action Oct. 23; WMSJ Sylva, N.C., 500 w. Action Nov. 4.

■ Broadcast Bureau granted following AM's PSA from 6:00 am or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with D ant. system and with power as shown: KNBI Norton, Kan., 50 w; WCBX Eden, N.C., 22.8 w. Actions Aug. 31; WPJD Daisy, Tenn., 152 w. Action Sept. 9; KBRE Cedar City, Utah, 500 w; KO1D Plattsmouth, Neb., 60 w. Actions Oct. 22.

New FM stations

Applications

■ *Hershey, Pa.—South Central Educational Broadcasting Council. Seeks 89.5 mhz, 15.5 kw. Ant. height above average terrain 820 ft. P.O. address: Chocolate and Cocoa Avenue, Hershey 17033. Estimated construction cost \$181,250; first-year operating cost \$52,000; revenue none. Principals: Dr. Gilmore B. Seavers, president, et al. Ann. Oct. 30.

■ *Nashville—Vanderbilt Student Communications Inc. Seeks 91.1 mhz, 10 w. Ant. height above average terrain 157 ft. P.O. address: West End Ave., at Louise Avenue, Nashville 37203. Estimated construction cost \$3,150.63; first-year operating cost \$2,358; revenue none. Principals: T. Aldrich Finegan, chairman, et al. Ann. Nov. 3.

Starts authorized

■ *KCFR(FM) Denver—Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 2.

■ WSOR(FM) Fort Myers, Fla.—Authorized program operation on 95.3 mhz, ERP 1.5 kw-U. Ant. height above average terrain 185 ft. Action Oct. 16.

■ WACI(FM) Freeport, Ill.—Authorized program operation on 92.1 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Oct. 29.

■ WSCH(FM) Aurora, Ind.—Authorized program operation on 99.3 mhz, ERP 1.25 kw. Ant. height

above average terrain 440 ft. Action Oct. 28.

■ WRIL(FM) Grenada, Miss.—Authorized program operation on 100.1 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Oct. 15.

■ WDLC-FM Port Jervis, N.Y.—Authorized program operation on 96.7 mhz, ERP 3 kw-U. Ant. height above average terrain 300 ft. Action Oct. 30.

■ *WRMU(FM) Alliance, Ohio—Authorized program operation on 91.1 mhz, ERP 2.8 kw-U. Ant. height above average terrain 190 ft. Action Oct. 16.

■ WHUT(FM) Hendersonville, Tex.—Authorized program operation on 92.1 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Oct. 15.

Final actions

■ *Pensacola, Fla.—Pensacola Christian School Inc. FCC granted 89.3 mhz, 100 kw. Ant. height above average terrain 510 ft. P.O. address: 125 East St. John Street, Pensacola 32503. Estimated construction cost \$88,173; first-year operating cost \$5,000; revenue none. Principals: Earl Griffith, president, et al. Action Oct. 28.

■ Lincoln, Ill.—Virginia Broadcasting Corp. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 201 ft. P.O. address: Box 73, Lincoln, Ill. 62656. Estimated construction cost \$28,849; first-year operating cost \$24,000; revenue \$24,000. Principals: James A. Mudd, president, et al. Mr. Mudd has interest in WILY-AM-FM Centralia and WRAM(AM) Monmouth, all Illinois. Principals own WPRC(AM) Lincoln. Action Nov. 5.

■ Columbia, S.C.—Frank D. Ward Inc. Broadcast Bureau granted 93.5 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 3715 Oakleaf Road, Columbia 29206. Estimated construction cost \$27,981.45; first-year operating cost \$40,000; revenue \$75,000. Principals: Frank D. Ward, sole owner. Mr. Ward is broadcast consultant. Action Oct. 26.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (LaFourche Valley Enterprises Inc. and Soul Broadcasting Co.), FM proceeding, scheduled further prehearing conference for Dec. 2 and continued evidentiary hearing to date to be specified at further prehearing conference (Docs. 19004-5). Action Nov. 5.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp. et al.), FM proceeding, set procedural dates, continued hearing until Jan. 5, 1971, and granted request by White River Radio Corp. to withdraw Oct. 7 petition for leave to amend and accompanying amendment (Docs. 19017-9). Action Nov. 4.

■ Hearing Examiner Charles J. Frederick in Satellite Beach and Melbourne, both Florida (William H. Brown and Cape Canaveral Broadcasters Inc.), FM proceeding, because of conflicts in examiner's hearing schedule, rescheduled hearing for Dec. 10 (Docs. 19013-4). Action Nov. 6.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, on request of applicant, rescheduled hearing for Jan. 5, 1971 (Doc. 18529). Action Nov. 6.

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Christian Broadcasting Association Inc.), FM proceeding, reopened record, scheduled further hearing for Dec. 15; ordered that notification of witnesses desired for cross-examination or for presentation of affirmative case of said applicant shall be given on or before Dec. 8; granted petition and supplement by applicant for leave to amend application so as to change name of applicant to Mortenson Broadcasting Inc. and in other particulars and with respect to financing of such enterprise (Doc. 18439). Action Nov. 9.

■ Chief Hearing Examiner Arthur A. Gladstone in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, in absence of Hearing Examiner James F. Tierney and on motions by Tellum Broadcasting Co., set procedural dates and rescheduled prehearing conference for Jan. 11, 1971, and hearing for Feb. 15, 1971 (Docs. 18989-90). Action Nov. 4.

■ Chief Hearing Examiner Arthur A. Gladstone in Burney and Fall River Mills, both California (Ulvssee Sherman Bartmess and W. H. Hansen), FM proceeding, due to absence of Hearing Examiner James F. Tierney, postponed prehearing conference to Nov. 24 (Docs. 19034-5). Action Nov. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, on request of applicants, ordered hearing in this matter to be held in Columbus, Ohio, instead of Washington, at time, date and place

(Continued on page 79)

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If you're in a small market looking up, or a big market and tired of the rat race, come to our suburban Atlanta daytimer where local radio pays off. We offer you security with established account list, good guarantee with 15%, bonuses, insurance, many fringes. If you're reliable and have good references, let us hear from you. Bill Brown, WACX, Austell, Georgia.

Sales: Earn big city dollars without big city taxes, commuting costs. WGBB, Long Island, New York area's number one non-central city radio station has sales opportunity for experienced sales person. Susquehanna group ownership offers future management opportunities, other benefits. Call Jim Davey, or Jim Hackett, 212-658-6011, 516-623-1240, or write WGBB, P.O. Box 130, Merrick, New York 11566.

Sales-manager WMAD AM/FM Madison, Wisc. Want aggressive experienced person to build local/area sales. Modern country format, Dan Palen, Mgr.

WSMI, Litchfield, Illinois offers unusual opportunity for salesman-announcer. No beginners. Send resume, tape.

Three station group of young broadcasters is expanding again and needs one more aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers with an interest in stations. Start at \$12,500. Must travel for interview at your expense. Call or write Michael Schwartz, 1-203-521-1550, or 998 Farmington Avenue, West Hartford, Conn.

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Spanish format. Need first phone announcer for new California AM daytimer. Box L-14, BROADCASTING.

Experienced announcer with first ticket . . . able to do play by play . . . for responsible position with a real going AM-FM station in midwest . . . AM format MOR . . . FM automated . . . start \$150 per week . . . must be community minded and willing to work . . . no maintenance . . . send resume to Box L-110, BROADCASTING.

Wanted—intelligent, combination play-by-play and air man to work in pleasant MOR station in good sports area. Plenty of work, good salary and working conditions. Experienced only. Must be good MOR board man. Send tape and resume to Box L-127, BROADCASTING.

Michigan four season resort area station needs mature early morning personality. Diversified challenge. Good pay and top benefits. Reply to Box L-135, BROADCASTING.

Country announcer wanted by Michigan resort area operation. No gravy sopppers. Good voice and sincere regard for Nashville's best product. Reply to Box L-136, BROADCASTING.

Experienced top 40 with first phone wanted for night slot on full time east coast station heard in two of the top 20 markets. If you can hold our number one position in the market send tape and resume immediately to Box L-149, BROADCASTING.

\$125 to 140.00 for versatile announcer with solid MOR experience, no beginners. Midwest. 6 day week. Box L-164, BROADCASTING.

Southwest Virginia—immediate openings for two experienced versatile announcers. Family station with mainly C&W format. Send tape, resume and salary requirement to Box L-189, BROADCASTING.

Mid-Atlantic, major market MOR, needs professional all-night man. Tape, resume to Box L-190, BROADCASTING. An equal opportunity employer.

California. Small FM station going IGM automation first of 1971 needs young man with good voice, first phone, and solid automation experience to take over as operations director. Good chance for management soon as group expands. Send short, short tape and photo along with resume and salary required in first letter. Box L-193, BROADCASTING.

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

One KW near Virginia-West Virginia border needs announcer with one year experience—\$100.00 week, Box L-203, BROADCASTING.

Morning man for major contemporary in major market. First phone and ability to communicate within a format required. Jock who has done mornings past three years being promoted within organization. Box L-204, BROADCASTING.

Opening for staff announcer with desire to help in sales. Box L-213, BROADCASTING.

Eastern Massachusetts, medium metro market station seeks experienced MOR pro. Must have good production ability and knowhow. Rated #1, top benefits. Send resume, references, tape and picture. Box L-233, BROADCASTING.

First phone announcer for MOR NBC affiliate. Beginner with training would be considered. Send tape, picture and resume. KARE, Atchison, Kansas. Equal opportunity employer.

Five kilowatt fulltimer needs early morning announcer for mature audience. Prefer person who can serve as announcer and sell advertising on commission in addition to salary. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

Experienced rock-dj with third ticket for 6 p.m. to midnight segment. Tight board and extra-good production a must. If you can fill the bill and want to take over a top-rated show, send resume, tape and salary requirements to Dick Painter, KYSM, Mankato, Minnesota.

Announcers continued

Morning personality for immediate opening on MOR-music-talk station. Also opportunity for talk-show if qualified. Contact George Taylor, WALE, Fall River, Mass. 617-674-3535.

Excellent position available now for bright sounding, experienced announcer for MOR morning show. Copy and production helpful. Send tape, resume today to WASA, Havre De Grace, Maryland 21078.

Central Pennsylvania MOR seeks announcer . . . well-rounded experience including play-by-play football/basketball . . . must be communicator who can produce for top-rated professional AM with 50,000 watt country FM affiliate. Excellent salary & fringes . . . tape and resume to General Manager, WGSA-WIOV, Ephrata, Pennsylvania 17522.

Rock-soul leader on Florida's coast wants announcer-sales-management two man team. Either 4 hours board each Monday through Friday and 4 hours sales each or Mr. Inside—announcing, programming, production and Mr. Outside—sales and promotion. Here's your chance to run a station under professional broadcaster with full say. Salary, commission, plus share of profits. Saturdays and Sundays swim and fish year around. Send tape and resume to Hudson Millar, WOVV, Fort Pierce, Florida now pushing 50,000 population.

Opportunity—Ambitious, experienced announcer to break into sales. Make more money. Go-getters only. WSMI, Litchfield, Illinois.

WTHO AM-FM will go on the air January 1 with a professional sound. If you are interested in being a part of it and a part of the community, we invite you to send a tape and full resume. Located 30 minutes from Augusta. Write Box 286, Thompson, Ga.

Announcers . . . see our display ad . . . Broadcasters Hot Line.

Technical

Assistant chief for east coast AM directional. No announcing. Excellent equipment and working conditions. Send resume, references and current pic to Box L-90, BROADCASTING.

Opening for announcer/engineer, some maintenance. Salary commensurate with ability. Box L-214, BROADCASTING.

Chief engineer-announcer for non-directional 1 KW AM station in Midwest. Major market, 40 hours per week. Top pay and permanent position for right man. Must be experienced and ready for good paying, permanent job. All applications will be held in confidence. Send tape and complete resume to Box L-228, BROADCASTING.

Combo engineer-announcer wanted for medium market, South Florida station. Good pay for excellent technician with first phone. Send resume and tape to Box L-236, BROADCASTING.

Bay area 5KW fulltime seeks chief engineer for operation and maintenance. Must have studio construction experience. Benefits include full hospitalization and life insurance program. Willing to pay top salary for qualified man. Please contact Frank W. McLaurin, General Manager, KSRO, Santa Rosa, California.

News

Newsman for Eastern major market. Exciting area, excellent living conditions. Experienced or trainee. Require dependable, mature man. Send tape, resume, references and current pic to Box L-89, BROADCASTING.

Wanted: newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Professional radio news man for a four man news dept. Must be able to write, edit and deliver. Send tape and resume to General Manager, WSOY Radio, P.O. Box 2250, Decatur, Illinois 62526.

Programing, Production, Others

Spanish format. Need experienced program director for new California AM daytimer. Box L-15, BROADCASTING.

Programing, Production

Others continued

Program director—group owned AM/FM 5,000 watt-100,000 watt stations. Midwest four-season resort area. Should be capable of community involvement—audience promotion—have abilities to put it all together with MOR and strong news basics. Box L-140, BROADCASTING.

Team/two or three/PD and operations/production announcer/and announcer. Acceptable to establishment. Above average salaries. Excellent equipment. Established station. Number one in market of 100,000. South. Contemporary/not wild/not flower music. Box L-154, BROADCASTING.

Wanted a wide awake female "executive" to be the president of radio and television operation. East to West coast travel. Top shorthand and typing essential. Apply to Box L-184, BROADCASTING.

Smog got your voice? Come to fresh air and growing room. Personality C/W needs morning man with production plus. Send resume, tape and present salary first letter to Bob Rexroad, PD, KVOC, Box 2090, Casper, Wyoming.

Situations Wanted

Management

Sales manager, adult oriented, Alabama, Mississippi, Georgia metro market. Proven sales record, excellent references. Box L-198, BROADCASTING.

Manager/sales manager. Aggressive young executive experienced in all phases of broadcast operations. Imaginative leader. Four years small market management. Currently billing 6 figures in medium market, ready to move up. Prefer east coast. Box L-224, BROADCASTING.

Proven manager seeks FM challenge in southeast multiple market. Box L-232, BROADCASTING.

Sales

National, regional, local, small, medium, large, AM, FM. Box L-173, BROADCASTING.

Dallas merger victim—Heavy sales background. Previous on-the-air work. Family and everything so must be stable situation. Prefer southwest. Box L-217, BROADCASTING.

Announcers

Radio/TV play-by-play announcer wants to relocate before basketball season. Box L-12, BROADCASTING.

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-60, BROADCASTING.

Personality-rock jock. College grad, 1 1/2 years broadcasting experience. 3rd ticket. For tape & resume, send to Box L-85, BROADCASTING.

College grad 1st phone 7 years experience seeks opportunity in MOR—Illinois, Indiana or Wisconsin medium market station. Sports director and music director for 3 years. Available first of year. Tape photo, resume on request. Box L-122, BROADCASTING.

Experienced 1st phone capable on maintenance looking for stable position in Northeast area. Currently working in a tri city area with pop. 100,000 in New England as night man till midnight. I am happy working here, but the paycheck just doesn't meet the ratings I am getting. If you are looking for an imagination and voice maybe we should get together. All replies will be answered. Box L-123, BROADCASTING.

C&W, MOR, first phone, 5 years exp. Some TV background—booth, switcher. Sales also. Box L-166, BROADCASTING.

Voice characterizations, experienced, 3d, dependable, draft exempt. Box L-174, BROADCASTING.

Your progressive medium market, midwest/west, MOR/rocker, requires ability, maturity, management goals and enthusiasm. College grad., 27, married, 10 years experience delivers. Thrives on responsibility, good bucks. Box L-175, BROADCASTING.

Talk show moderator, telephone and interview. Experienced in Florida, New England and central N.Y. markets. Top ratings and commercial success. Anxious to move up and relocate. Box L-176, BROADCASTING.

Announcers continued

Top 40 small market PD, 2 years, wants to grow. Looking anywhere. Prefer Colo., Ariz., Northwest. Programming, production. DJ degree. 25. Single. 3d. Need \$600. Any size market. Professional only. Box L-179, BROADCASTING.

Top forty personality seeks advancement in east coast, with potential, 1st phone exp. Box L-180, BROADCASTING.

Soul DJ experienced in top 25 market. Will relocate. Have done PD and sales. 1st phone. Box L-182, BROADCASTING.

Experienced announcer, available immediately! DJ, newscasting, production. Third endorsement. Single, personable. Prefer northeast, but all offers considered. Aircheck, picture, resume available. Box L-187, BROADCASTING.

Beginner, broadcast grad., third endorsed, will take off air position to learn radio. Write Box L-188, BROADCASTING, or call (814) 536-7961.

Top 100 market 1st phone pro looking—strong copy, production, bright, happy sound, 5 years experience, college, family, top references, seeking personality rock or MOR. Minimum \$175. Serious offers only. Box L-201, BROADCASTING.

Why's a university grad. with broadcasting degree and four years experience working in a one-hour town? Answer is not lack of talent. Single, draft free. Will not settle for less than "y" management, professional milieu, and a midwest non-union competitive market. Box L-210, BROADCASTING.

Immediately available; experienced first phone, with good references. Box L-216, BROADCASTING.

Top country personality disk-jockey/salesman, mature, experienced. Phone 803-794-3658. Box L-221, BROADCASTING.

Bright, mature, morning man. 12 years experience and first phone. Seeking employment with aggressive station with chance for advancement. Have worked all formats, with experience in sales. 1/2 hour air check available. Box L-237, BROADCASTING.

Classical can compete. Can do manager. AA and BA degrees in broadcasting communications. Trained with top classical station in medium market. Steady success assured. West or southwest. Phone Benton Petersen, 801-467-5784.

1st phone, Bill Wade grad, up-tempo MOR/top 40, tight board, draft exempt, dependable, will relocate: Howard Goff, 2020 Edinburg, Cardiff, Calif. 92007, (714) 753-1872.

Young, married man seeks announcer position on MOR station. Broadcast school grad with 1 yr. college. Contact Michael Burgess, 1517 S. Hanover St., Baltimore, Md. 21230 or phone 301-727-1868.

Heavy night mouth—super heavy sparks—class production. 28, married, chief 10KW directional, 9 yrs. air, 12 yrs. electronics—worker close some. but saves lots. P.O. Box 9541, Richmond, Va. 23228.

Professional radio and CC-CATV announcer, third ticket, married, 27. College town, west or midwest preferred. Looking for permanent position. Call 815-539-9024.

First phone, limited experience. Relocate. DJ, news, prod., broadcasting school grad. Bob Romanski, (714) 424-5557. 165 Calla Ave., Imperial Beach, Calif.

Talent and experience plus! Veteran announcer/newsman available now. Third ticket, best references. 406-252-3956.

Beginner 1st seeking rocker. Has own collection 50's to 70's over 10,000. Charles Mosier, 2534 N. Drake, Chicago, Ill. 60647.

First phone, broadcast school graduate, mature, responsible, married, will relocate, MOR, news. Call 714-273-8650. After Dec. 10, write George Varney, P.O. Box 96, Blue River, Wisc. 53518.

Trained. 3d endorsed. Two years military experience, five years voice training. Tight board. MOR—top 40—personality. Married, 24, mature. Will relocate. Medium—major. Trained management, direction, production. 317-542-3283.

Announcer—Deejay, five years' experience, third ticket endorsed. Call 701-572-5757.

First phone—Bill Wade grad. Willing to relocate, married, draft exempt. Tape, resume upon request. Robert Rosas, 2969 E St., Apt. 3, San Diego, California.

Anywhere U.S., college graduate, 23, journalism graduate, 3d endorsed, some experience. Odvarka, Clarkson, Nebr. 68629.

Help poverty pockets—mine! Hire Roy Boesch, 16 yrs. entertaining audiences. 4 children. Good salary. Fringe benefits. 221 So. 14th St., Richmond, Indiana. 317-962-5826.

Announcers continued

First phone, 22 years old, draft deferred, hard working, dependable with 13 months experience as DJ and asst. sports director. Will travel. Now available. Arnie Koenig, 7350 Bell Blvd., Bayside, N.Y.

Available now—DJ—BA in Political Science—broad professional music background—broadcasting school grad. with some experience. Write CGD, 1516 Fernwood Dr., Oakland, Calif. or phone 415-655-0604. Will relocate anywhere.

Wanted: Part time radio-TV. Experienced. Third ticket. Southern Wisconsin. Friday and occasional Saturday. Phone 608-244-4606.

Will relocate for FM stereo, free form, progressive rock or jazz radio station with dependable equipment, and management which doesn't have the cat before the horse. College grad., 2 yrs. veteran of radio with 1st ticket, 26 yrs. Call Sid Clemons after 7 p.m. EST. Phone: (313) 769-1429.

Technical

First phone technician available soon. Transmitter experience, car. Box L-155, BROADCASTING.

Engineering manager, network 50 K.W. seasoned in dealing with people, thoroughly familiar with budgets, payroll, union negotiations, proofs, F.C.C. rules, maintenance and engineering, desires West Coast affiliation. Married, 3 school age children. Dependable. Box L-199, BROADCASTING.

Mature/chief engineer, 20 years experience in all phases of AM, FM, automation and some TV. Prefer lake area, central or southern Midwest states. Box L-207, BROADCASTING.

Chief engineer wants position in Ohio or nearby states. No announcing. Experienced in AM-FM directional operations. Phone Don Talbot, 216-928-8436.

Engineer: 1st phone. AM, FM or TV. Two years college. Over 15 years experienced in operation, maintenance and construction (studio & transmitter). Solid background in transistorized and logic circuitry. Anywhere. Charles Policha, 5516 West 139th Street, Hawthorne, Calif. 90250.

News

Wire service sports editor seeks switch to TV-radio. N.Y., D.C., or Atlanta. No military. Handles news too. Young, dedicated. Box L-153, BROADCASTING.

Thirty years radio and television experience. Past twelve in news, major market. Permanency important. Box L-181, BROADCASTING.

Warm weather majors: experienced pro wants air-writer-editor position. College degree, dependable, no hang-ups. Box L-239, BROADCASTING.

Bob Allen—needs a job. Highly qualified news director-newsman took a gamble in politics and lost. 516-231-6810. 194 Louise Dr., Bay Shore, N.Y. 11706. Hurry—I have wife and three kids.

Radio or TV. Experienced. 3d endorsed. Defense department, college trained journalism, production, direction, management, news. Five years voice training. Excellent writer, conversational voice/style. Married, mature, 24. Will relocate. Medium-major. 317-542-3283.

More than just a beginner, though seeking first opportunity anywhere—radio/television news. Journalism grad., third endorsed, military complete. Stephen Lobel. 679 Ocean Parkway, Brooklyn, New York. 212-633-9786.

Programing, Production, Others

Agnew would dub me a rad-lib. Successful talk personality 35... responsible... seeks own show nighttime... days... or all night on powerful outlet... radio and/or television. Rating success three large markets. Last job... network correspondent but you can afford me. Two good offers pending but will wait to hear from you. Hurry! Box L-141, BROADCASTING.

Come together, complete staff for FM progressive ready now. Furnish the facility and we'll supply the talent... you (for the first time?) will make real waves in your area. Dollars come too. Dedicated radio persons at 516-924-8609 or Box L-162, BROADCASTING. Why be willing to just let it be?

Copywriter, reporter. Ivy League grad. Willing to try hand at programing, announcing. Excellent knowledge of contemporary music. Box L-211, BROADCASTING.

Available immediately. Play-by-play, 5 years basketball, hockey. Northeastern market. High school, semi-pro, college. Box L-227, BROADCASTING.

Experienced P.D. available, all formats, all phases, sharp production, 1st phone, married, family. All replies confidential. Box L-234, BROADCASTING.

Situations Wanted

Programing, Production,

Others continued

Looking for a mature talent with a background of success? Family man in early 40's-30 years of radio experience. Success in both performing and programing. Major market background. Bill Jaeger, 301-655-4723.

Television Help Wanted

Sales

Come to where the living is good. Top 15 market independent is looking for a guy on his way up. Great chance to make some real money and work for a winning team. Excellent working conditions and fringe benefits. Send resume to Box L-230, BROADCASTING.

Experienced TV salesman, WURD-TV, Indianapolis. Dr. Wendell Hansen, Rt. 4, Noblesville, Ind. 317-773-0030.

Technical

Wanted, 1st phone experienced TV broadcast technician. Excellent benefits. Equal opportunity employer. Send resume to—Engineering Department, WAUB 43, 8443 Day Drive, Cleveland, Ohio 44129.

Studio technician needed for operation and maintenance. Write to Bob Swavez of WJRT-TV, 2302 Lapeer Rd., Flint, Mich. 48503. We are an equal opportunity employer.

Engineer, experienced with Norelco cameras and Ampex VR2000's, needed at once in expansion move by National Teleproductions Corp. Fast growing television production facility, specializing in national and regional commercial production and numerous mobile pickups. Good pay, benefits. Contact Vern Totten, Chief Engineer. 317-257-1581.

News

Expanding company with three televisions and one radio outlet seeks experienced newsmen equally qualified at gathering, writing and presenting television news. To head news operation at one television station with opportunity of building news department. News emphasis to be local. Long term tenure assured qualified man. Salary open. Send resume, film or tape to President, KXMC-TV, Minot, North Dakota 58701. Applications confidential.

Programing, Production, Others

Director/producer—VHF station, southern New England. Minimum 2 years experience, college graduate. Send resume and salary requirements to Box L-177, BROADCASTING.

Staffing new UHF station—Battle Creek-Kalamazoo-Grand Rapids market. Ampex package. All personnel needed. Send resume to James Searer, General Manager, 1609 Security National Bank, Battle Creek, Michigan 49014.

Television Situation Wanted

Management

Executive vice president-general manager. Large-market station or group. Nationally-recognized industry leader. Quality administrator-troubleshooter. Specialist in competitive programing and sales (national and local). Thoroughly experienced and successful all phases, including station-ownership. 16 years in television; 12 prior years, radio. Accustomed to much responsibility, including total direction of large corporation. Capable of achieving substantially increased profits and prestige in remarkably short time. Box L-192, BROADCASTING.

General manager—thirteen years broadcasting experience. Last 18 months in top 20 market. Strong administrative and financial background. Box L-209, BROADCASTING.

Program director/program-production manager, experienced producer-director, operations, administration, programing feature and syndicated product, FCC regs., production costs. 35 years old, FCC first ticket, college, vet., now working major market in VTR production, looking for management spot. Box L-218, BROADCASTING.

Promotion manager, production background, seeks midwestern promotion position which may lead to program managership. Box L-226, BROADCASTING.

National group executive seeking position as radio/TV general manager in 1971. Resume available on strict confidential basis. Box L-231, BROADCASTING.

Sales

25, draft exempt, engaged, 4 years production-film promotion. Mature knowledgeable. Want sales position. Box L-235, BROADCASTING.

Announcers

Currently employed announcer-personality, with the accent on announcer. Help me put the accent on personality. I can do news, sports, weather and commercials. Let me do one or more of those for you if you are in the top 40 markets and can afford real talent. Tape and resume on request. Box L-63, BROADCASTING.

Major market only: Major market show host, weatherman, announcer, comedy writer desires larger market. Young. Box L-200, BROADCASTING.

Strong commercial and weatherman with 16 years experience desires new location. Commercial pilot with 6000 hours airplane, 2500 hours helicopter and A & P rating. Box L-229, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box L-115, BROADCASTING.

First phone, technician, transmitter experience. Married, car. Rural area preferred. Box L-152, BROADCASTING.

Technical management position. First phone, college degree and communications management experience. Box L-191, BROADCASTING.

Chief engineer, presently comfortable but not satisfied. TV transmitter and color studio construction experience, radio proofs. Box L-220, BROADCASTING.

Young TV chief engineer in top 4 markets seeks eng., mgmt. pos. East coast preferred. Strong in prod. theory, design, computer automation. Call 215-242-1410.

News

News directorship wanted. Former network overseas correspondent (you'll recognize my name) seeks management position with on-the-air duties okay. No heavy bread required. Security more important. Box L-142, BROADCASTING.

Effective news director, high rated anchorman wants similar position or on street reporter, any size market. Solid performance record, references. Box L-197, BROADCASTING.

Media newsman, copywriter. Ivy League grad. Aggressive, thorough reporting, plus interesting copy. Box L-212, BROADCASTING.

General assignment reporter. Top five experience, Master's degree. Tape and references on request. Box L-222, BROADCASTING.

Assistant news director. Major market only. Experienced in all phases, Master's, 26. Top references. Box L-223, BROADCASTING.

On-camera + radio newscasting/sportscasting experience. Want permanent position—prefer sports. Currently daily news anchorman, sports and/or weather. VTR, resume available. Carl Tyrie, Box 13832, University Station, Gainesville, Florida 32601, 904-376-3845.

Programing, Production, Others

Film production. Recent honors graduate of major university. Single and draft-exempt. Primarily interested in writing, shooting, and/or editing film. Familiar with all film and electronic production equipment. Strong background in writing and still photography. Box L-99, BROADCASTING.

Small market production supervisor looking to move up. Experienced in directing, switching, camera work, film, etc. College grad. Write Box L-129, BROADCASTING.

Young director seeking production position. BS degree, experience in production, administration. Resume available, willing to relocate. Box L-194, BROADCASTING.

Help! Want to direct again in TV or film. Unemployed since July due to federal fund cutbacks. Box L-195, BROADCASTING.

Somebody needs me! In broadcasting since 1965. College graduate. Experienced in all phases of television production, news, film, radio, and cinematography (single and double system). I. Stuart Landa, #80 Pleasant Hill, Carbondale, Illinois 62901.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

Wanted To Buy

Equipment continued

Good clean used FM stereo equipment, including transmitter, monitoring equipment and studio equipment. Box L-238, BROADCASTING.

Late model AVG-10 weather radar equipment with T.D. pre-amp suitable for ground installation. Contact Jim Lockerd, KSWO-TV, Lawton, Oklahoma.

FOR SALE Equipment

Rigid Transmission Line—6 1/2" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

Two RCA TK-43 color studio cameras complete with all accessories in excellent condition. Have required practically no maintenance. \$90,000 for both or \$50,000 each. Houston-Fearless Mini-color film processor complete with McBeth densitometer and Corning ph meter. \$12,500. Box L-68, BROADCASTING.

For sale. Gates Cycloid 6-bay FM Antenna. Has de-icers, 50 feet of 3-inch rigid line, and mounting brackets. Near five years use. Frequency is 101.1 KHz. \$950.00. Contact Lester Mullan, KTRH, Houston, Texas.

For sale, at half price—Class "A" FM equipment. John Craft, 214 South Oliver—Elk City, Oklahoma (405) 323-0617. Unit price only.

Overhead too high? Price breakthrough! Newsroom brand recording tape. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunberry—McLean, Virginia 22101. Dealers welcomed.

RCA TP 16mm color projector. Little used. Complete as received from makers. Bargain priced. N.J. area. Box L-186, BROADCASTING.

Late model G.R. 1606A R.F. bridge; excellent condition. Last certification September 1970. \$400. Box L-202, BROADCASTING.

For sale: Gates SA-40 Console. Hewlett Packard FM frequency and modulation monitor. Collins 1-KW FM transmitter. Aitken stereo automation programmer. 4-Bay Collins FM antenna in 97 MC range. 4-Bay Andrews FM antenna in 103 MC range. 4-Bay Collins vertical FM antenna in 103 MC range. General Radio 916A RF Bridge. General Radio LN RF oscillator. Standard Electronics 935 stereo generator. Rust AM RF amplifier. Chief Engineer, KZYM, Cape Girardeau, Missouri.

Color videotape recorders for sale. Four IVC Model 860. Almost new, excellent condition. Cost \$7,800 each. Make a reasonable offer. Phone 904-354-2806.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Min. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade... better! For fantastic deals, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

I.D. package, exclusive your market. \$30! Punctuate your format with production ID's written and voiced by a top pro who knows how to make your station sound involved with the changing times. Perfect for MOR format but scans in other formats as well. Info from: Sandlapper A/V, Box 1668, Columbia, S.C. 29202.

Heavy holiday spot load? Major market commercial voices personalize spots for your clients. Character voices, too. Fast service. Low prices. Free info: Sound 70, Box 114, King of Prussia, Pa. 19406. Coming: Sports Programing, Custom Jingles.

Yer bargain! Over 150 short soundtrack drop-ins. Grabbers. On 7 1/2" reel. \$5.00. From: Collins Creations, 3187 Wyoming, Baton Rouge, La. 70802.

Sexy voice drop-ins recorded by professional actresses. Funny. Turn on. Create. Heard in major markets. 100 indexed drop-ins \$10.00. Gemini Recording, 3374 Bennett Drive, Hollywood, California 90028.

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(Continued from page 73)

- to be determined by presiding officer (Docs. 18308, 18793). Action Nov. 6.
- Hearing Examiner David I. Kraushaar in Omaha (Charles F. Heider and Pier San of Nebraska Inc.), FM proceeding, canceled Jan. 4, 1971, hearing and scheduled further prehearing conference for Jan. 11, 1971; ordered that in event agreement is negotiated by applicants looking towards settlement of proceeding without need of comparative hearing, such agreement, accompanied by proper joint petition, is to be filed not later than Jan. 11, 1971 (Docs. 19020-1). Action Nov. 10.
- Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, granted motion to accept late appearance filed by Christian Fellowship Mission Inc.; set procedural dates and continued hearing to Jan. 25, 1971 (Docs. 18971-2). Action Oct. 6.
- Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp. and Kirk Monroe), FM proceeding, scheduled further prehearing conference for Dec. 22 and canceled Nov. 25 hearing (Docs. 18991-2). Action Nov. 6.

Other actions

- Review board in Valdosta, Ga., FM proceeding, dismissed petition to enlarge issues, filed Sept. 28 by Christian Radio Fellowship Inc. (Docs. 18963-18964). Action Nov. 12.
- Review board in Wailuku, Hawaii, FM proceeding, granted motion for extension of time, filed Nov. 10 by John Hutton Corp. (Docs. 18991-18992). Action Nov. 13.
- Review board in Anderson, Ind., FM proceeding, granted petition for extension of time filed Nov. 3 by White River Radio Corp. (Docs. 19017-19019). Action Nov. 10.
- Review board in Portland, Ind., FM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues, filed Aug. 5 by Soundvision Broadcasting Inc. (Docs. 17916-17917). Action Nov. 12.

Rulemaking petitions

- Sparta, Ga.—Hancock Committee for Social and Economic Development. Requests rulemaking to amend FM table of assignments to remove ch. 261A from Washington, Ga., and reassign it to Sparta; or in alternative, remove ch. 228A from Waynesboro, Ga., and reassign it to Sparta. Ann. Nov. 13.
- Luverne, Minn.—Siouxland Broadcasting Inc. Requests rulemaking looking toward allocation of ch. 265A to Luverne. Ann. Nov. 13.
- Defiance, Ohio—C. Richard McBroom. Requests amendment of FM table of assignments to add ch. 276A to Napoleon, Ohio. Ann. Nov. 13.
- Horsham, Pa.—Christopher Phillip. Requests amendment of rules and regulations with respect to equipment performance measurements. Ann. Nov. 13.
- North Myrtle Beach, S.C.—North Myrtle Beach Broadcasting Corp. Requests amendment of rules and regulations by changing FM table of assignments to add ch. 288A to North Myrtle Beach. Ann. Nov. 13.
- Red Bank-White Oak, Tenn.—Roy Davis. Requests amendment of FM table of assignments by assigning ch. 232A to Red Bank-White Oak. Ann. Nov. 13.

Call letter applications

- Georgia Radio Inc., Rockmart, Ga.—Requests WZOT(FM).
- Tufts University, Medford, Mass.—Requests *WTUR(FM).
- Eastminster Broadcasting Corp., Newport, N.H.—Requests WCNL-FM.
- Jersey Information Center Inc., Canton, N.J.—Requests WNNN(FM).
- Warren Broadcasting Inc., Oneida, N.Y.—Requests WMCR-FM.

Call letter actions

- San Joaquin Delta Jr. College, Stockton, Calif.—Granted *KSJC-FM.
- Millikin University, Decatur, Ill.—Granted *WJMU(FM).
- 3-D Communications, Marion, Ill.—Granted WDDD(FM).
- Vincennes University, Vincennes, Ind.—Granted *WVUB(FM).
- Prairie Communications, Scolby, Mont.—Granted KCGM(FM).
- New England College, Henniker, N.H.—Granted *WNEC-FM.
- Big Basin Broadcasters, Sallisaw, Okla.—Granted KRBB-FM.

- Eagle Pass Broadcasters Inc., Eagle Pass, Tex.—Granted KINL(FM).
- Bellevue School District #405, Bellevue, Wash.—Granted *KASB(FM).
- ASWC Radio Committee, Walla Walla, Wash.—Granted *KWCV(FM).

Designated for hearing

- Sun City, Ariz.—FCC set for hearing applications of Alvin L. Korngold and Sun City Broadcasting Corp. for new FM; on 106.3 mhz with 3 kw. Action Nov. 10.
- Corpus Christi, Tex.—FCC set for hearing applications of The Big Chief and Community Service Radio Inc., for new FM; on 99.1 mhz at Corpus Christi. Action Nov. 10.
- Virginia Beach, Va.—FCC set for hearing applications of Payne of Virginia Inc., Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp. for new FM; on 94.9 mhz with 50 kw at Virginia Beach. Action Nov. 10.

Existing FM stations

Final actions

- WCHN(FM) Hartford, Conn.—Broadcast Bureau granted CP to change studio and remote control locations to 60 Washington Street; install new trans. and ant.; make changes in ant. system. ERP 7.3 kw, ant. height 740 ft. Action Nov. 11.
- WTOP-FM Washington—Broadcast Bureau granted CP to install new ant.; make changes in ant. system. ERP 20 kw, ant. height 500 ft. Action Nov. 11.
- WDHS(FM) Gaston, Ind.—Seeks CP to change frequency from 91.1 mhz to 89.9 mhz. Ann. Nov. 13.
- WFBG-FM Altoona, Pa.—Broadcast Bureau granted CP to install new ant.; ERP 30 kw. Action Nov. 9.
- WGBI-FM Scranton, Pa.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system. ERP 2.3 kw, ant. height 1,100 feet; control permitted. Action Nov. 11.
- WYZZ(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted CP to install new ant. Action Nov. 9.
- *KTOY(FM) Tacoma, Wash.—Broadcast Bureau granted CP to install new trans. and ant., ant. height 310 ft.; ERP 40 kw. Action Nov. 6.
- KIXI-FM Seattle—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location on 95.7 mhz for aux. purposes only; ant. height 1,150 ft.; ERP 820 w; remote control permitted. Action Nov. 5.
- WLEO-FM Ponce, P. R.—Broadcast Bureau granted CP to change trans. location to top of Cerro Maravillas Mountain, near Ponce; operate by remote control from WLEO(AM) building; change ant., make changes in ant. system. ERP 11.5 kw, ant. height 2,560 ft. Action Nov. 11.

Other actions

- Following FM's notified FCC that they are conducting stereophonic operation: KACE-FM Riverside and KDNO(FM) Delano, both California; KIXI-FM Seattle; KWED-FM Houston; KWXY-FM Cathedral City, Calif.; WCRD(FM) Bluffton, Ind.; WDRM(FM) Decatur, Ala.; WGNE-FM Panama City, Fla.; WHP-FM Harrisburg, Pa.; WIJM-FM Lansing and WKNR-FM Dearborn, both Michigan; WLVE-FM Baraboo, Wis.; WMGL(FM) Pulaski, Tenn.; WNIL-FM Niles, Mich.; WUSV(FM) Scranton, Pa.; WWLA(FM) La Crosse, Wis., and WVSL-FM Slidell, La. Ann. Nov. 13.

Call letter applications

- KWDM(FM), Contem'ormedia Inc., Des Moines, Iowa—Requests KYNA(FM).
- WXYZ-FM, WXYZ Inc., Detroit—Requests WRIF(FM).
- WOKK-FM, Old South Broadcasting Co., Meridian, Miss.—Requests WALT(FM).
- WSPD-FM, Susquehanna Broadcasting Co., Toledo, Ohio—Requests WLQR(FM).

Call letter actions

- KCBH(FM), Able Communications of California Inc., Los Angeles—Granted KJOI(FM).
- WTOW-FM, Robert W. Sudbrink, Baltimore—Granted WLIF(FM).
- KCNA(FM), Pennino Music Inc., Henderson, Nev.—Granted KLVW(FM).
- KBUB-FM, Philip D. Doersam, Reno—Granted KGLR(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following VHF translators: K12GG Brighton and Silver Fork, both Utah; K03AN, K06BH and K07CJ all Dutch John, Manila and Green Lake, all

Utah, and K08BK, K10BR and K13BV all Mantua, Utah. Actions Nov. 11.

■ Review board in Miami granted application of Post-Newsweek Stations of Florida for renewal of license of WPLG-TV. Action Nov. 13.

■ KYES(AM) Roseburg, Ore.—Broadcast Bureau granted renewal of license. Action Nov. 11.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KAMS(FM) Mammoth Spring, Ark., to May 13, 1971; KAYU(FM) Tucson, Ariz., to May 6, 1971; WBRW(AM) Lakewood, N.J., to May 6, 1971; WHLW(AM) Lakewood, N.J., to Dec. 31; WEOO Waynesboro, Pa., to Dec. 30; WDNL(AM) Warren, Ohio, to March 28, 1971; KPNW(AM) Eugene, Ore., to Dec. 23, and WKBX(AM) Winston-Salem, N.C., to Dec. 30. Actions Nov. 9.
 - WAX-29 Blytheville, Ark.—Cable Television Bureau granted mod. of CP to extend completion date of CATV relay station to July 1, 1971. Action Nov. 5.
 - KFPW-TV Fort Smith, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to May 10, 1971. Action Nov. 10.
 - KEZR(FM) Anaheim, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Peralta Hills, 3.4 miles east of Anaheim; change trans. and ant.; make changes in ant. system; ERP 2.5 kw; ant. height 330 ft.; remote control permitted. Action Oct. 28.
 - KOF-20 Campbell and Saratoga, both California—Cable Television Bureau granted mod. of CP to extend completion date of CATV relay station to June 6, 1971. Action Nov. 5.
 - KXX-34 Campbell and Saratoga, both California—Cable Television Bureau granted mod. of CP to extend completion date of CATV relay station to Dec. 15. Action Nov. 5.
 - WFCB-TV Miami—Broadcast Bureau granted mod. of CP to change ERP to vis. 447 kw, aur. 89.1 kw; trans. location southeast corner of South 33d Avenue and Pembroke Road, Pembroke Park, Fla.; studio location same as trans.; change type trans. and type ant.; ant. height 1,020 ft. Action Nov. 4.
 - WDRB-TV Louisville, Ky.—Broadcast Bureau granted mod. of CP to change ERP to vis. 302 kw, aur. 30.2 kw; make changes in ant. system; granted mod. of CP to extend completion date to May 4, 1971. Action Nov. 4.
 - WMK-FM Middlesboro, Ky.—Broadcast Bureau granted mod. of CP to change trans. location to between Highway 25 east and 14th Street, extended. 0.85 mile northeast from center of city; change ant., make changes in ant. system, ant. height —190 ft.; ERP 3 kw; remote control permitted. Action Nov. 9.
 - WBRZ(TV) Baton Rouge—Broadcast Bureau granted mod. of CP to extend completion date to May 4, 1971. Action Nov. 4.
 - KIKS(AM) Sul-hur, La.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1971. Action Nov. 2.
 - WBCM-FM Bay City, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action Nov. 5.
 - KZE-22 Sea Isle City and Avalon, both New Jersey—Cable Television Bureau granted mod. of CP to extend completion date of CATV relay station to Nov. 20. Action Nov. 4.
 - WGWR Asheboro, N.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 303 East Salisbury Street; condition. Action Nov. 9.
 - WHWB-FM Rutland, Vt.—Broadcast Bureau granted mod. of CP to change trans. and ant.; remote control permitted from trans. studio location. Action Nov. 12.
 - WEGA(AM) Vega Baja, P.R.—Broadcast Bureau granted mod. of CP to change trans. location to 0.17 mile east of Route 686 east of and adjacent to Creek Cabo Caribe, Vega Baja; change ant. location to same; change dir. ant. system. Action Nov. 10.
- Other actions, all stations
- Chief Hearing Examiner Arthur A. Gladstone, for renewal of authority to deliver network radio and TV programs to stations in Canada and Mexico, in absence of Hearing Examiner James F. Tierney, on petition by Broadcast Bureau, extended to Nov. 17, time to file proposed findings of fact and conclusions of law and to Dec. 8, time to file reply findings (Doc. 18606). Action Nov. 11.
 - FCC modified, in response to petition by NABE rules to permit hourly identification of program suppliers, authorized additional identification if needed to identify source of program, and limited effectiveness of new rules to programs completed

after Jan. 1, 1971. Action Nov. 4.

Translator actions

- Dolan Springs, Ariz.—Mohave County Board of Supervisors—Broadcast Bureau granted CP for new UHF translator to serve Dolan Springs on ch. 80 by rebroadcasting KTAR-TV Phoenix. Action Nov. 10.
- K09IH Quartzsite, Ariz.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 9 to ch. 11; change call letters to K11KB. Action Nov. 6.
- Pagosa Springs, Colo.—Upper Piedra Television Association—Broadcast Bureau granted CP for new VHF translator to serve Upper Piedra (rural Pagosa Springs) on ch. 9 by rebroadcasting KOB-TV Albuquerque, N.M. Action Nov. 11.
- Rife, Colo., Garfield county—Broadcast Bureau granted CP's for new VHF translators to serve Rife on ch. 2 by rebroadcasting KREX-TV Grand Junction, Colo.; ch. 4 by rebroadcasting KOA-TV Denver, and ch. 6 by rebroadcasting KBTV-TV Denver. Actions Nov. 10.
- Westernport, Md.—United T.V. Inc.—Broadcast Bureau granted CP's for new VHF translators to serve Westernport on ch. 8 by rebroadcasting KDKA-TV Pittsburgh; ch. 10 by rebroadcasting WTAE-TV Pittsburgh, and ch. 12 by rebroadcasting WJAC-TV Johnstown, Pa. Actions Nov. 4.
- Beowawe, Nev.—Eureka County TV Tax District No. 2—Broadcast Bureau granted CP for new VHF translator to serve Beowawe and Crescent Valley, both Nevada, on ch. 12 by rebroadcasting KOLO-TV Reno. Action Nov. 10.
- Martinsdale, Mont.—Checkerboard T.V.—Broadcast Bureau granted CP for a new VHF translator to serve rural area of Checkerboard on ch. 11 by rebroadcasting KFBB-TV Great Falls, Mont. Action Nov. 4.
- K06FQ Conper Canyon Mines and vicinity, Nev., and K11Y and KLJD, both Battle Mountain, Nev.—Broadcast Bureau granted CP's to add amplifiers to present trans., increase output power to 10 w. and make changes in ant. systems of VHF translators. Action Nov. 10.
- Quinn River Crossing, Quinn River Television Maintenance District, Nev.—Broadcast Bureau granted CP for new VHF translator to serve King River and Quinn River Crossing, both Nevada, on ch. 10 by rebroadcasting KBOI-TV Boise, Idaho. Action Nov. 4.
- K06ED Las Vegas, N. Mex.—Broadcast Bureau granted CP to change type trans.; increase output power to 10 w. and make changes in ant. system. Action Nov. 10.
- WGN1 Wilmington, N.C.—Broadcast Bureau granted CP to install new trans. Action Nov. 10.
- Port Orford, Ore.—North Curry County Recreation Inc.—Broadcast Bureau granted CP for new VHF translator to serve Port Orford on ch. 2 by rebroadcasting KCBY-TV Cods Bay, Ore. Action Nov. 4.
- K70CH, K76BF, K79AN and K81AK, Aberdeen, Hoquiam, Montesano and Central Park, all Washington—Broadcast Bureau granted CP's to replace expired permits of VHF translators. Actions Nov. 12.
- K05EA Thermopolis, Lucerne district and Owl Creek district, all Wyoming—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Nov. 5.

Ownership changes

Applications

- KACL(AM) Santa Barbara, Calif.—Seeks assignment of license from Potter-Herman Broadcasting Corp. to KACL Radio Inc. for \$200,000. Sellers: Peter N. Potter, president, et al. Buyers: Mr. and Mrs. F. W. Carr (jointly 80%), Alfred Fruhwirth and Douglas Marsh (each 10%). Mr. Carr owns KDAK(AM) Carrington, N.D., and electronics and appliance store. Mrs. Carr is officer and director of KDAK; Mr. Fruhwirth is farm entrepreneur; Mr. Marsh is salesman for appliance and consumer products firm. Ann. Nov. 9.
- KSUE(AM) Susanville, Calif.—Seeks assignment of license from James E. McKahan to Radio Lassen for \$165,000. Seller: James E. McKahan, sole owner. Buyer: E. Cecil Webb Jr., sole owner. Mr. Webb owns broadcast management consulting firm. Ann. Nov. 2.
- KGLN(AM) Glenwood Springs, Colo.—Seeks transfer of control of KGLN Inc. from Jerry Fitch and Marcie Fitch (100% before, none after) to Glenwood Broadcasting Inc. Consideration \$200,000. Principals of Glenwood Broadcasting Inc.: Jack E. Warkenton (55%), Joan Ann Warkenton (40%) and John Hooker (5%). Mr. Warkenton owns stationery and bank supply firm and Sav-a-Snap Inc., Lawton, Okla.; Mrs. Warkenton is housewife; Mr. Hooker is certified public accountant. Ann. Nov. 2.
- WNON(FM) Lebanon, Ind.—Seeks assignment of license from Charles R. Banks to Vogel-Boien

Corp. for \$80,000. Seller: Charles R. Banks, sole owner. Buyers: William R. Vogel, president (67.0%) et al. Mr. Vogel is majority owner of WGNS(AM) Murfreesboro, Tenn. Ann. Nov. 9.

- KBOM(AM) Bismark-Mandan, N.D.—Seeks assignment of license from KBOM Broadcasting Inc. to Matco Inc. for \$212,750. Sellers: R. K. Power, president, et al. Mr. Power owns 50% of WJOR(AM) St. Cloud, Minn. Buyers: Russell Howard Matthias, president (75%), William Warren Matthias, secretary-treasurer (25%). Russell Matthias is lawyer; William Matthias is real estate investor. Ann. Nov. 9.

- WPHB(AM) Phillipsburg, Pa.—Seeks assignment of license from Rev. William Emert and Dorothy Eleanor Emert, dba Moshannon Valley Broadcasting Co., to Moshannon Valley Broadcasting Co. for \$145,000. Sellers: Rev. and Mrs. William Emert (jointly 100%). Buyers: William D. Harvey, president (99.2%) et al. Mr. Harvey is engineer at WPHB(AM). Ann. Nov. 9.

Actions

- KLRO(FM) San Diego—Broadcast Bureau granted transfer of control of Multi Casting Corp. from E. F. Weerts (51% before, none after) and A. L. Herzog (49% before, none after) to J. C. Gates & Co. Inc. (none before, 100% after). Consideration: \$150,000. Principal of J. C. Gates Inc.: James C. Gates, sole owner. Mr. Gates owns 51% of Savalli/Gates West Inc., sales representatives for broadcast stations, and owns other sales rep for stations. Action Nov. 10.

- KYES(AM) Roseburg, Ore.—Broadcast Bureau granted transfer of control from E. LeRoy Hiatt to Elliott Motschenbacher (80%) and David Weisman (20%), president and vice president, respectively. Principals: Mr. Motschenbacher is manager of KYES. Mr. Weisman is sales manager of KYES. Consideration \$8,000. Action Nov. 11.

- WPIP(AM) Collierville, Tenn.—FCC granted assignment of license from Piper Broadcasting Co. to Albert L. Crain, for \$55,000. Sellers: Paul P. Piper Jr., president, et al. Buyer: Albert L. Crain, sole owner. Mr. Crain is owner of radio jingle production and sales company. Action Nov. 10.

- KEIR(FM) Dallas—Broadcast Bureau granted transfer of control of KEIR Inc. from William Robert Elkins (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$300,000. Principals: William F. Buckley Jr., Peter and Michael Starr. Buyers own KOZN(AM) Omaha; KISD(AM) Sioux Falls, S. D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOB(AM) Memphis. They are also buying WCYB-TV Bristol, Va.—Johnson City-Kingsport, Tenn., subject to FCC approval. Action Nov. 11.

- WCYB(AM) Bristol, Va.—Broadcast Bureau granted assignment of license from Appalachian Broadcasting Corp. to 690 Radio Inc. for \$250,000. Sellers: Robert H. Smith, president, et al. Sellers own WCYB-TV Bristol. Buyer: James S. Ayers, sole owner. Mr. Ayers owns radio-TV representative firm and WABC(AM) Cleveland, Tenn. Action Nov. 12.

- WTKM(AM) Hartford, Wis.—Broadcast Bureau granted assignment of license from A-B-D Inc. to Iroquois County Broadcasting Co. for \$157,500. Sellers: A. R. Ellman, president, et al. Sellers have interest in WOKA-AM-FM Alton, Ill., and WERX(AM) Wyoiming, Mich. Buyers: Samuel L. Martin (42.86%), et al. Buyers own WGFA-AM-FM Waukesha, Ill. Action Nov. 5.

CATV

Final actions

- Hattiesburg, Miss.—General Electric Cablevision Corp.—Cable Television Bureau dismissed objection of WDAM-TV Hattiesburg, filed May 20, 1969. Action Nov. 12.

- KN-8016 Southeastern Neb.—Cable Television Bureau granted mod. of license covering change in trans. to microwave associates. Action Nov. 4.

- Burlington county, N.J.—FCC approved compromise agreement between General CATV Inc., Burlington county, N.J., and Westinghouse Broadcasting Co. Inc., U.S. Communications Corp. and Taft Television Corp., to allow General to continue CATV operation in Burlington county while restricting further expansion of system (Doc. 18756). Action Nov. 10.

- Lakeland, Rocky River, Strongsville, Beachwood and Shaker, all Ohio—Cable Television Bureau dismissed objection filed June 7, 1967, by Storer Broadcasting Co. (WJW-TV); request for declaratory ruling or for special relief, filed June 9, 1967, by United Artists Broadcasting Inc. (WUAB-TV) and request for relief filed June 16, 1967, by Summit Radio Corp. (WAKR-TV). Actions Nov. 13.

- Northampton, Pa.—Twin County Trans Video Inc.—Cable Television Bureau dismissed without prejudice petition for issuance of show cause order, filed Aug. 14. Action Nov. 12.

- Bryan, Tex.—Midwest Video Inc., Cable Television Bureau dismissed petition for issuance of order to show cause, filed Sept. 28. Action Nov. 12.

- Wheeling, W. Va.—FCC conditionally ordered Wheeling Antenna Inc., owner and operator, to cease and desist from violation of single channel carriage requirement of rules with respect to signal of WSTV-TV Steubenville, Ohio-Wheeling, W. Va. (Doc. 18612). Action Nov. 10.

Other action

- Review board in Hazelton, Pa., CATV proceeding, adopted memorandum opinion and order denying motion to reopen record to accept additional evidence, filed Sept. 3 by Service Electric Cable TV Inc. (Docs. 18193-18195). Action Nov. 12.

Actions on motions

- Chief, Office of Opinions and Review, in San Diego, El Cajon, La Jolla, Escondido and Vista, all California (Midwest Television Inc. [KFMB-TV], petitioner, Mission Cable TV Inc., et al., respondents), CATV proceeding, granted request by Midwest and extended to Nov. 30, time to file comment on fourth quarterly progress report filed Oct. 26, by Trans-Video Corp. (Doc. 16786) Action Nov. 2.

- Chief, Office of Opinions and Review, in Newport News, Va. (Hampton Roads Cablevision Co.), CATV proceeding, granted motion by Hampton Roads Cablevision Co. and extended through Nov. 19, time to file exceptions to initial decision in proceeding (Doc. 18841). Action Nov. 9.

- Hearing Examiner Basil P. Cooper in Williams-town, W. Va. and Marietta, Ohio (Ohio Valley Cable Corp.), CATV proceeding, granted motion of Reeves Telecom Corp. insofar as Nov. 6 rehearing conference not be held, and scheduled further prehearing conference for Nov. 19 in event bureau counsel cannot agree to adoption and issuance of consent order proposed by Reeves Telecom Corp. and Ohio Valley Cable Corp. which would lead to termination of proceeding (Doc. 18919). Action Nov. 5.

- Chief Hearing Examiner Arthur A. Gladstone in Benton, Ky. (Benton Television Co.), CATV proceeding, ordered Hearing Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for Dec. 29 and hearing for Jan. 26, 1971 (Doc. 19077). Action Nov. 5.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 17. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

- *North Augusta, Ga.*—Franchise has been awarded to Thomson Cable Service Inc. City will receive \$12,500 for the franchise and a minimum of \$4,000 per year, or 5% of the firm's net income.
- Rockford, Ill.—Rockford Community TV Inc. has applied for a franchise.
- Bettendorf, Ill.—Coaxial Communications Inc. (multiple-CATV owner) of Chicago has applied for a franchise.
- Seymour, Ind.—Suburban Communications Inc. has applied for a franchise.
- Des Moines, Iowa—Des Moines Cable Television has applied for a franchise. Free service would be provided for city government, schools and local community groups.
- *Cynthiana, Ky.*—A 10-year franchise was awarded to Cynthiana CATV Inc. with a provision for another 10-year option.
- *Richmond, Ky.*—City commission has authorized a rate increase for Kentucky Cable Television (multiple-CATV owner). Subscribers will be charged \$5.50 instead of the present \$4.75.
- *Westfield, Mass.*—Three applications have been made for local franchise. The three were submitted by Telecable Communications Corp. of Baltimore, Community Antenna Franchise of Greater New England Cable Vision Co. Inc. of Ludlow and Video Enterprises Inc.
- *Omaha—TeleCable Corp.* (multiple-CATV owner) of Norfolk, Va., has applied for a franchise.
- *Reading, Ohio*—Franchise has been granted to Community Antenna Television Service. City will receive \$1 per pole monthly and an amount to be negotiated for each foot of antenna. Subscribers will be charged an initial \$15 for installation and \$5 monthly.

Drawing a young audience to a radio station, and keeping it there, requires much more than a collection of single records and a few noisy announcers. That something extra—the public service, the personalities, the “sound” that conveys genuine empathy and not just phony camaraderie—is what occupies the time and mind of Richard Dimes Buckley Jr.

Rick Buckley is president and 11% stockholder of Buckley Broadcasting Co., which owns five AM stations. He is general manager of the firm's newest acquisition, WIBG(AM) Philadelphia. He is also the boss's son (his father, Richard Dimes Buckley Sr., has stepped down to vice president but retains 89% ownership of the company). And he is a relatively young man—34—with a tough job in a tough business. It is not difficult to understand why his two hobbies, sport fishing and automobile racing, have been neglected for many months. Rick Buckley is living the business.

His principal day-to-day job as general manager of WIBG is to create and sustain a distinctive “contemporary” sound. The station was youth-oriented when Buckley Broadcasting purchased it little more than a year ago, but Mr. Buckley felt it needed a more distinctive style to improve its ratings. He set out to change the station's image—or lack of it—forever.

The change involves every facet of the station's sound: a personality-oriented approach; album cuts and other variations on the standard “boss radio” format; heavy emphasis on local news; and a consistent community-service orientation that emphasizes subjects of interest to the young audience.

For example, Mr. Buckley says, “the local news is changed at night to include contemporary news from high schools and colleges by the kids themselves. We have reporters in 125 high schools and colleges, usually editors of their school papers. We report on drugs, racial problems, other ‘antiestablishment’ stories seven nights a week.”

The object of this and other changes is a total sound. The premise is that contemporary radio is a strong way to reach young people—many of whom, Mr. Buckley feels, don't keep up with newspapers and magazines. And “if that is the case,” he says, “radio will have to be a replacement.” That is the goal not only of WIBG but of all the stations in the Buckley system.

But if the aim is to communicate with youth, the atmosphere is different from that close-knit kind of “community” one might associate with, say, an underground FM station. As the free-enterprise catechism points out, broadcasting is a business—and Rick Buckley is very much a businessman. “We

Rick Buckley: The boss's son in a tough job

have to attract the masses,” he says, “and have more of that jukebox approach, a more commercial, modern-music sound.”

And although he is young, Mr. Buckley is not exactly a specimen of the counter culture. His dress and appearance are conservative, and his six-foot frame conjures up images of football and Jack Armstrong. (He did, in fact, play football at Northwestern University in the mid-fifties—acquiring, among other things, a back injury that kept him out of the service.)

But, as a businessman, he recognizes that a youth-oriented station that aspires to mass appeal must have some kind of genuine affinity for its audience.

Week's Profile



Richard Dimes Buckley Jr.— president, Buckley Broadcasting Co., and general manager of Buckley's WIBG(AM) Philadelphia; b. Sept. 12, 1936, West Bronxville, N.Y.; BA 1959, University of Miami (Florida); NBC Radio, 1960-61, where he worked as page, production staff and production assistant on Monitor; program director, KGIL(AM) Los Angeles, 1961; general manager of that station, 1962-70; named president of Buckley Broadcasting in 1968; became general manager WIBG(AM) Philadelphia, 1970. Hobbies—sports fishing, automobile racing.

“Young people today,” he says in his soft voice, “are much more aware of what's going on than they were 10 to 15 years ago. They're very bright. You're not going to pull the wool over their eyes.”

He feels that radio is a natural medium with which to reach the young. “The future of radio is fantastic,” Mr. Buckley says. “It is going to be more and more specialized. I don't think we can take away the excitement of the play-by-play in sports or anything in television's special coverage, but radio is a personal medium and it fills local needs, and people today are more concerned with local problems. And kids are even more so.”

These viewpoints evolved both from working in the medium and from studying communications. Mr. Buckley received his BA from the University of Miami (Florida) in 1959 with a major in radio and television history. Even before that time, “I was introduced to broadcasting at a young age and I liked it,” he says. “I used to hang around radio stations all the time.”

That interest was fueled all the more in 1954, when the senior Buckley headed a group that bought WNEW(AM) New York (later sold to Metromedia).

After college, the younger Buckley got a job as a page at NBC Radio in 1960, then quickly moved to the production staff and to production assistant on the network's *Monitor*. In 1961, he left to become program director of Buckley-owned KGIL(AM) Los Angeles, and in 1962 was named general manager of that station. He became president of Buckley Broadcasting in 1968, but continued to operate out of California until assuming the WIBG helm early this year.

Mr. Buckley is certain he would have moved on up the management ladder if he had stayed at NBC or another network. But, he notes, he would not have been in the position of ownership, as he is today.

Now, as general manager of WIBG, he makes day-to-day decisions but is joined by his father in format decisions on all the Buckley stations. “My father has been particularly concerned about that area,” he notes.

It has been hard work building a radio station. “It really takes a year before all the pieces fall into place,” Mr. Buckley says. And, he says, there is much yet to be done. But already WIBG is drawing a much greater audience, he says.

His experience of the past year is just one example of the hard work he expects in the future and the kind of performance he will have to demonstrate. Rick Buckley may be the boss's son, but he must pull his weight like everyone else in the organization.

No-win policy

According to a timetable set last week by the Democratic leadership, the Senate today is to vote on a proposal to override the President's veto of the political-broadcasting bill. If the proposal fails and broadcasters are spared the discrimination that the vetoed bill prescribed, the rescue may be regarded as only temporary.

This kind of legislation attracts the same coalition of cynicism and utopianism that combined to outlaw cigarette advertising on radio and television without inhibiting it anywhere else. On cigarettes the cynics chose to legislate against broadcasting in the pragmatic knowledge that they could get away with it, that the tobacco bloc would be untouched, that tobacco taxes would be undiminished, and that credit could be claimed for protecting the public health. The utopians, disregarding all evidence at hand, witlessly believed their votes against broadcast advertising would reduce cigarette consumption.

On political advertising the same forces are at work. There are those who shrewdly realize that ceilings on broadcast campaigning work to the advantage of the incumbents who perforce get consistent exposure in radio and television news, that the bill at hand would in no way deflate expenditures for any other kind of campaign advertising or persuasion, and that, perhaps of largest consequence, it would introduce no embarrassments of disclosure of sources or amounts of campaign funds. Against better judgment it may be said that there are also utopians who think that restrictions on broadcast advertising will elevate the morality of political campaigns. This argument has been made by newspapers that carried what a good many people think was the dirtiest work done in the recent campaign, the print ads signed by Carl Shipley.

So whatever the outcome of the Senate vote today, broadcasters will have little reason to rejoice. If the Senate overrides, there will remain the formidable problem of a fight in the House. If the Senate sustains, the same sort of legislation is all but certain to surface in the next Congress, and perhaps in harsher form.

There are broadcasters who genuinely believe in campaign improvement and are willing to go out in front for it. The Post-Newsweek stations, as reported elsewhere in this issue, broadcast a 38-minute editorial last week in opposition to the vetoed bill and in favor of specific measures to achieve the ends it pretends to be seeking. The National Association of Broadcasters has officially said it would support reform legislation but has offered no specifics.

Perhaps if efforts such as these had been planned and executed over months instead of days, the bill would never have been passed in the first place.

Secret testimonial

For the past few years, Sears, Roebuck has been moving deeper and deeper into television advertising. As reported in this magazine a week ago, its TV investments in the first six months of this year came to \$11.7 million, not counting its expenditures for Allstate. That was an 88% gain from the same period of 1969.

Everybody knows there has to be a reason when an advertiser as big and knowledgeable and successful as Sears initiates and then consistently expands on a basic change in advertising strategy. Thus its move into television was hailed as a big new force behind a retailer trend that would—and

does—continue to accelerate. But Sears guards its secrets as carefully as Procter & Gamble guards its, which is carefully indeed, and although word of spectacular TV tests by Sears has leaked out from time to time, Sears people for the most part have let their actions speak for themselves, without telling why.

Last week, at the Television Bureau of Advertising's annual meeting, one of Sears's reasons was put on the record. Richard Hogue, director of sales development and new business for ABC-owned television stations, let the cat out.

In 1967, he reported, Sears commissioned a one-year, nine-market test of newspaper vs. television. The test markets were divided into two groups, both of which continued their normal advertising and then invested 15% to 25% more—one group in newspapers, one in TV. At the end of six months, Mr. Hogue said, store sales in the newspaper markets were up 5%—in the TV markets, 8.9%. After eight months, gains in the newspaper markets flattened out, and the extra newspaper spending was discontinued. But sales in the TV markets continued to rise, and at the end of the test year were up 10.5%—double the increase in the newspaper markets.

No wonder Sears is spending more and more in TV. No wonder more and more retailers are getting in and expanding. Small wonder newspapers don't like the trend at all.

Other side

Lately there has been a lot of talk that the smart money is getting out of broadcasting, especially television. It is talk that feeds on reports of wired cities in the future, home-video cassettes, loss of cigarette advertising, disenchantment with programing, and repression by the government.

It is talk that also starts when a company such as Time Inc. unloads all of its broadcast properties, not many months after Walter Annenberg sells his Triangle group.

Well, there isn't any doubt that cables will expand, cassettes will come along, cigarettes are leaving, critics are dyspeptic, and the government shows no sign of letting up. But if it's smart money that is getting out, it isn't dumb money getting in. Time sold to McGraw-Hill and Triangle to Capital Cities.



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Can a tough, little, low-priced microphone make the big time?



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(E-V) A good little microphone, the E-V 635A. But just how good? After all, it was intended to replace the "workhorse" Model 635... a dynamic microphone that had earned its title under fire in studios and on remotes all around the world.

So when we introduced the 635A we put it to a critical test. A major recording studio was loaned a dozen 635A's and asked to test them. The engineers weren't told the price, but they got the idea that it was somewhere near \$300.00.

They were so delighted with the sound

that they cut several big band recordings with nothing but 635A's. "Best \$300.00 microphone we've got." Then we told them the price. They were shocked. They couldn't believe their ears.

Meanwhile, 635A's were beginning to appear in force on music and variety shows on every TV network. Mostly hand held. Something to do with ruggedness and good balance... but mostly because of the sound. Especially during ultraclose miking.

The rest is history. Radio and TV newsmen quickly adopted the 635A as

their new "workhorse". After all, news only happens once, and the 635A was their best insurance against bad sound.

To most professional sound engineers, the E-V 635A is already an old friend, although it's only been around since 1965.

At the price, they can afford to use it almost everywhere. And they do. (We told you it was a success story.)

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